

PRINTERS' INK



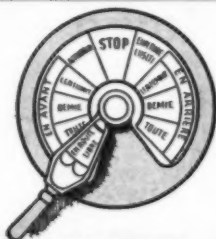
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A JOURNAL FOR ADVERTISERS

VOL. CLXIX, No. 12

NEW YORK, DECEMBER 20, 1934

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"EN ROUTE LIBRE"

(FULL SPEED AHEAD)

• When, next May, the giant French Line super-ship "Normandie" glides past the breakwater at Le Havre and turns her prow westward upon her maiden voyage, her engine-room telegraph will be set at Full Speed Ahead . . . "En Route Libre."

• Meanwhile, in the Paris and New York offices of the French Line, and of N. W. Ayer & Son, Inc., plans are being matured, and advertising prepared, to introduce fittingly to America this new queen of the seas . . . to maintain and even further to expand the popularity and prestige of the entire French Line fleet . . . and in general to sail forward toward new horizons, on new voyages of discovery and achievement . . . strongly . . . "En Route Libre" . . . Full Speed Ahead.

N. W. AYER & SON INC

Advertising Headquarters WASHINGTON SQUARE, PHILADELPHIA

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO

DISCOVERED

A New Iowa City of 290,000 People

The increase of 74,338 copies in The Des Moines Sunday Register circulation since 1929 is equivalent to discovering a new Iowa city of 290,000 people. This *additional* purchasing power can be reached exclusively through the advertising columns of The Des Moines Sunday Register.

The Des Moines Sunday Register increase since 1929 is greater than the total circulation of any other Iowa newspaper.

THE DES MOINES REGISTER AND TRIBUNE

Daily 261,076—A. B. C.—252,092 Sunday

Lowest milline rates in Iowa. Daily, \$1.91—Sunday, \$1.98

39% coverage of Iowa families

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Vol. CLXI
Entered at

PRINTERS' INK

NEW YORK, DECEMBER 20, 1934

This Week

THAT smiling retail salesman whom you find behind the counter in so many advertisements—the one who skips so nimbly ahead of you, that as you turn the pages, he keeps bobbing up, first on one side of the gutter and then on the other—that agile fellow is no adcrafter's last resort.

Nor is he a figment of a lashed imagination striving for something different, nor yet the embodiment of a headquarters purpose to glorify the trade.

Rather, his presence is due, either to deliberate, fact-founded reasoning or to brilliant hunch.

For the fact is that in the chain of distribution, the **point-of-sale link is assuming new importance.** Basing his conclusions on store studies of the prestige of nationally advertised merchandise, Everett R. Smith, director of marketing and research for *Liberty*, leads this week's issue with revelations and counsel.

* * *

Frag den der Einen hat. And despite its final word, that italicized remark relates not at all to Danbury, Conn. It's merely the German form of "Ask the Man Who Owns One." In Germany, in China, in Brazil—in any land where a man can afford to own one, Packard sells distinction. Under the title, "**Selling the World,**" Packard's B. C. Budd, who does the selling, tells how.

* * *

Agency solicitation! Seems that here lately that subject has been agitating some of the youngsters into a dither. Having listened long enough, an oldster now takes a-hold. Are we mice, or are we men? And what's this polite conversation about how solicitation

ought to be "casual"? A. Wineburgh interrupts his autobiographical notes in P. I. to remind us that commerce isn't a picnic. You'll find him going strong under the title: "**A Go-Getting Business.**"

* * *

William E. McFee, chief copy writer for the American Rolling Mill Company conducts a **study in headlines.** Leading us through a single issue of a national magazine, he dissects headings that represent many schools of thought on headline writing—and demonstrates that, mostly, headline-writing rules are made to be broken.

* * *

"The co-operative movement should be respectfully considered as a spiritual, emotional movement, as well as a commercial one." Thus Warren C. Platt, editor of *National Petroleum News*, outlines Point No. 1 in a 12-point **program for meeting co-operative buying.** Mr. Warren offers his program, not only to the oil industry, but also to all industries that co-operative buying affects—and the industries so affected are numerous.

* * *

About the future of radio, Mary Pickford agrees with Eddie Cantor. In **PRINTERS' INK** for October 25, Mr. Cantor expressed the opinion that radio needs, above all else, the guidance of showmanship. This week, Miss Pickford, feeling that **radio faces a crisis,** directs our attention to how showmanship—and other influences—might help. She speaks through the pen of Leonard Lewis.

* * *

How would you sell a city? Often a perfectly honest, hard-working municipal administration

finds its efforts impeded by the public's resistance to worthy projects. Under the title, "Sales Managers for Cities," Mark A. Smith indicates a "market" that ought to challenge the attention of advertising agencies.

* * *

The question of *whose* agent is the advertising agent rises again, this time in Chicago in a **fight against a 2 per cent tax** that may affect agencies and photo-engravers. From their corner, some seventy-five Chicago agencies protest that, as has been established in court decisions, the agency is the agent of the advertiser. From *their* corner, the engravers protest that the aforesaid tax would be confiscatory.

* * *

Chains of retail stores are not monopolies. Anyway, specifies the Federal Trade Commission in its final chain-store report to the Senate, the chains are not monopolistic

except in scattered and not numerous areas in which they are without competition.

The report, summarized in this week's issue, closes a six-year study that covered many phases of the chain-store picture. Advertising men will not fail to notice that the Commission recognizes, as one of the chains' most potent and effective weapons, our old friend, the loss leader.

* * *

Frank Braucher, president of the Periodical Publishers' Association, got a letter the other day. It was signed by Lee H. Bristol, Allyn B. McIntire and Stuart Peabody, trustees of the recently released Association of National Advertisers' study on **agency compensation**. The letter, which appears in this issue, argues with the publishers as to the validity of their objections to the A. N. A. study—a statement of which appeared in PRINTERS' INK last week.

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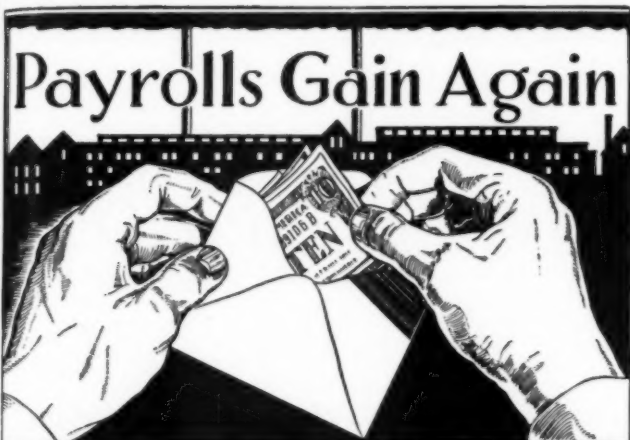


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Payrolls Gain Again

Total manufacturing payrolls in Rhode Island last month, at \$8,142,248, were 6.8 per cent larger than those reported for the preceding month and 5.8 per cent above November of 1933.

Wool—Worsted Wages Jump 29.6%

All of the various divisions of the textile industry had larger payrolls last month than during October this year, but the wool and worsted division led with a gain of 29.6 per cent. Cotton manufacturing wage payments gained 7.5 per cent for the month and miscellaneous textile plants paid out 9.1 per cent more than in October... The Jewelry Industry increased its payroll for November of this year over last by 23.6 per cent.

A Good Market Is Getting Better

Providence Journal & Bulletin

C. H. EDDY Company, Boston, New York, Chicago
R. J. BIDWELL Company, Seattle, San Francisco, Los Angeles



Leading in Retail Sales

MILWAUKEE department store sales in October hit a new three-year high on the Federal Reserve Index—89% of the 1923-1925 average—the best mark of any large city in the seventh district. Sales were up 13% over September and 8% over October last year.

Payrolls in Milwaukee are up 20% over a year ago and 90% over 1932. Bank debits for the year are up \$220,000,000 over 1933. Jobbers report 20% increases in sales. Building permits, postal receipts, insurance sales, car sales, amusement attendance—all show increases. Even current city taxes have been paid up 100%, and millions paid on past delinquencies.

There's *more* money in Milwaukee and you should be doing something about it. A schedule in The Journal does a *thorough* selling job.

THE MILWAUKEE JOURNAL
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Point of Sale Now Assumes New Importance

An Interesting Advertising Trend and What It Means

By Everett R. Smith

Director of Marketing and Research, Liberty

ONE of the trends in current advertising which have begun to attract a larger amount of attention is the growing use of illustrations showing the salesperson. These advertisements, appearing in consumer publications, usually show the salesperson serving the customer or presenting arguments in favor of the product.

While these advertisements appear in a considerable variety of campaigns, it is noticeable that a majority of them are used by larger advertisers and those who have a rather widespread distribution. There seems to be an attempt to build up in the consumer's mind the importance of the salesperson, or to reach the salesperson "over the shoulder of the consumer."

Several advertising executives of national companies and executives of agencies handling such accounts were queried in regard to this trend. They all agreed that the trend exists and is becoming stronger. Said one, "Point of sale is becoming increasingly important." "We are," commented another, "giving a great deal more attention to the point of sale."

Confirmation of these comments is notable in the trade press. An examination of these publications also reveals the strength and nature of some reasons for this trend.

The *Drug Trade News* made a study covering thirty-eight States to see what druggists are talking about. It found that the subject getting most attention is that of "supporting manufacturers who adopt a price stabilization policy."

Then there are such recent headlines in the trade press as these: "J. B. Williams Company Goes Price Stabilization on National

Sales," "Druggists at Twenty-eight Meetings Laud Price Stabilization," "Posting Price Stabilized Items in a Drug Store," "Protective Prices Are Boon to J. & J. Sales."

In the same issues of the business press are numerous advertisements of national advertisers emphasizing price stabilization policies and promoting the benefits of such policies to the dealers.

This is one of the predominant trends in current advertising which will be worth watching, as will be the effect which it may have in operation.

What is really happening at the point of sale? To what degree are brands being determined over the retailer's counter? And to what degree are consumer brand preferences being changed at that point?

Is there justification in this secondary trend in national advertising toward increased emphasis on the retail salesperson?

I believe there is, on the ground that attention must be given to any factor which can influence \$9,238,736,000 (36.9 per cent) of U. S.



A GOLD RUSH is an inverted panic. Reason goes overboard and mass hysteria takes command. For *gold* is more than the name of a valuable yellow metal—it is a great emotional idea. Men who are little interested in the means toward wealth that lie close at hand will leave their bones to bleach in the desert or freeze their marrow in the arctic on a gambler's chance for gold.

Because gold, more than anything else, has always meant *freedom, security and power.*

ADVERTISING can influence great masses of people quickly only if it is based on an *idea* that makes contact with human need. "Gold" is the basic idea in all competitive "price" advertising. A department-store bargain rush, with broken windows, torn clothing and the police reserves, is not essentially different from a gold rush.

Gold is the fundamental selling

idea which comes first and easiest to a copy writer's mind. Some advertising men never get beyond this —they must have a premium deal if they are expected to make a product really move. Otherwise the advertiser must be content with vague returns as "prestige" or "social influence."

J. Walter Thompson Company is first and foremost an *idea* agency and has great respect for the power of "gold" as a basic selling idea in conducting a business through a successful career of price advertising as ticklish as walking a tightrope. This agency's clients are not engaged to try it. They find that there are other basic ideas with as much power, and more profit, than "gold." They also find, in the other work which this agency is able to perform for them, a straight and narrow path to "prestige" and "social influence."

J. WALTER THOMPSON COMPANY Advertising

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Summit of the Chilkoot Pass, at the height of the Klondike stampede. The pass is 35 miles long. Men traveled it with packs weighing from 75 to 200 pounds.

retail sales, as will be presently shown.

Retailing conditions and situations have changed. The NRA and the codes have developed many new conditions which have to be met in the distribution of nationally advertised goods. Whether price fixing remains or whether it does not, it is highly probable that some degree of price stabilization will remain. Many types of hidden discounts, concessions and deals have been eliminated in many lines of trade.

Becoming Harder to "Buy the Retailer"

With this situation, it has become increasingly difficult to "buy the retailer." The retailer is insisting on a fair profit and generally is in favor of price maintenance.

The national advertiser, then, is depending upon the quality of his product and his national advertising to bring consumers into the store with the name of his product on their tongues.

To what extent is this the case, and what happens when the consumer asks for his product?

These are questions on which there has been little general information. They are questions on which many national advertisers have expressed themselves both in letters and in personal discussions as being keenly interested. They would, of course, like to know the answers.

Two local surveys on this point have been made. One was the study of drug store purchases made by the Department of Commerce in seven drug stores in St. Louis. The other was a study of grocery purchases made early in 1934 in New York City by New York University under the supervision of Professor Bader.

The Department of Commerce found, in St. Louis, that purchasers in drug stores requested 74 per cent of the products by brand name and that no brand was specified in 26 per cent of the cases.

In the grocery field in New York City, the New York University investigators found that in 64 per cent of the purchases of nine items

customers specified a brand name.

To check these findings in other cities across the country and to carry them out in additional lines of business, was the purpose of a survey recently carried out by *Liberty Magazine* through Ross Federal Service, Inc.

Similar data were developed on department stores, paints, home furnishings, automotive products, radio and electrical equipment, and men's furnishings.

Comparisons of these three studies are extremely interesting. In New York City the New York University survey showed that 64 per cent of grocery purchases were by brand name. In the five cities across the country the percentage was 62.1 per cent.

In the St. Louis drug store survey by the Department of Commerce, the per cent of purchases by brand name was 74. In the five cities across the country, the per cent was found to be 77.8 of drug store purchases.

Allowing for normal differences between places and because of the many more items checked, this is a striking confirmation of the validity of all three studies.

Average Brand Request Was 67.8 Per Cent

In the eight lines of retail distribution studied, there was found an average customer request by brand name of 67.8 per cent. In all the cases observed, this check-up was as to the immediate and first specification of the product by the customer. Such a percentage across eight major lines of business is indeed a tribute to advertising. It shows the picture which has been built up by advertising over the last half century—from 0 to nearly 68 per cent.

The retail salespeople are apparently an influential factor in the remaining 32.2 per cent of the purchases. To this figure must be added the per cent of brand requests which are switched to other brands by the salespeople. Thus these studies all show that the major influence in determining the brand of article purchased is that

(Continued on page 80)

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Living Galleries

The circulation of this newspaper (over 300,000) is concentrated among the New York families who, because of their means and standards of living, are the likeliest prospects for good merchandise. Numerous checks and surveys conducted in recent years, including the day-after-day experience of the New York department stores, have established this fact. To get above average results in New York, concentrate your advertising in The Sun.

The  Sun
NEW YORK

Flowers to Mr. Powers

THE PARKER ADVERTISING
COMPANY

DAYTON, OHIO

Editor of PRINTERS' INK:

Well, bless my soul! . . . I read, with a start, the heading "Go to Poets, Thou Ad Writer," over Marsh K. Powers' article on page 73, your issue of December 13—and my memories whirled backward to the spring of 1929, and to several issues of P. I. about that time.

It was in February or March, of '29, that I wrote for "Top," a house magazine published by The Otterbein Press, an article similar in many respects to Mr. Powers', entitled "On the Trail of Better Copy." Then, lo and behold, the lightning struck, from the hand of one Mr. McFee under the title of "Do Metaphorical Pyrotechnics Produce Profits?"—PRINTERS' INK, April 11, 1929. And after that, the deluge! Letters, articles in reply, for and against, and, of course, Mr. McFee's rebuttal.

Close to six years have come and gone. We've all been put "on our metal" during these days. And here we are, back once more to the old bedrock of solid opinion

(flowers to Mr. Powers!) on the master-writers of the ages; back again to some of those words which "cascade, ricochet, and split . . . pitch and plunge and fall in avalanche." (Sarret.)

I lay claim to being a would-be poet myself, with a couple dozen nice acceptances to prove it. I have also earned the money for the rent, groceries, baby's shoes, and a lot of other things, by writing advertising for other people for about seven years. And I do not entirely agree with Mr. Powers that "the analogy between poetry and advertising could be elaborated almost endlessly." I do agree, however, that "advertising men need the vivid imagination of the poet, the author's power of description, the novelist's knowledge of human nature" (Quoting from the "Top" article) and that "the library of good literature is the jungle you must penetrate" in search of such.

More power to Powers. And congratulations to the editors of P. I. for again allowing him to open the subject. Copy writers may well heed the advice.

J. L. SOWERS.

★ ★ ★

Eastman Kodak to Use Newspapers

Advertising of the Eastman Kodak Company, Rochester, N. Y., will be increased in 1935. Starting immediately after the first of the year with a "Snapshots at Night" campaign, the company reports, "the circulation of advertising in general media will be greater than ever before in the history of the company."

One of the high spots of the 1935 summer campaign is the return of Eastman to the daily newspaper field. With copy scheduled for about 120 newspapers in eighty-five cities it will launch its first major newspaper campaign since 1927.

The J. Walter Thompson Company will handle the newspaper as well as the magazine schedules.

• • •

Budd Account to Ayer

The Edward G. Budd Manufacturing Company, Philadelphia, manufacturer of all-steel bodies and stainless steel railroad trains, has placed its advertising account with N. W. Ayer & Son, Inc.

De Soto Advertising Plans

The De Soto Motor Corporation is in production of a new line of popular-priced cars to be introduced in 1935. The new car, known as the De Soto Airstream, will be in addition to the Airflow De Soto, introduced last season, which will be continued and further refined in its design.

An announcement campaign will start January 5, followed by a large newspaper schedule and magazine advertising. Advertising will then slow up during February but will bear down again in March.

The company will also run a campaign to solicit dealers in cities where there are no dealers at present. The company is planning to add about 1,000 dealers in smaller towns and cities.

• • •

Names Powers Agency

Advertising of The Wilson-El Bart Corporation, New York, Wilson Whiskey, is now being handled by the John O. Powers Company, New York advertising agency.

The New York Times

ANNOUNCES

THE

APPOINTMENT

OF

JOHN B. WOODWARD, Inc.

AS

ADVERTISING

REPRESENTATIVES

IN THE MID-WEST TERRITORY

400 North Michigan Ave., Chicago
New Center Building, Detroit.



If you are going to run the usual Xmas greetinks to the trade in P.I. this year, today's the Yuletide deadline," read the memo from the Production mgr. . . . Today is December 17. We wandered out to the newsroom and made our annual solicitation for a human interest story, some evidence of the Christmas spirit . . . "*Here's a pip,*" said City Desk. "*Didja see the piece in yesterday's paper about a family named Silis two oh six East one oh street who didn't have dough enough to bury son Howard age seven tumped off by an automobile? Well, a nundertaker calls up this a.m. for the address and says that he will do the job free gratis. A nundertaker, mindja! A nundertaker Santa Claus . . .*" And the Picture Desk piped up, "*Tell your customers about the Henry Ford ad we had yesterday. He says his 1934 car is almost as good as his new one. That's the Christmas spirit or something.*" . . . "*Macy's ran five pages today,*" chimed in the Make-up. "*That ought to be Christmas spirit enough for you advertising guys*" . . . "*And advertised Belinda cigars and Corona Coronas—that's something for a newspaper to carry,*" added the Asst. M. E. . . . "*And Hearn's are advertising a flock of brands of old bonded whiskies tomorrow—which ought to make a lot of people feel pretty good,*" said the Rewrite . . . ("*I wouldn't be surprised but that fella drinks,*" said City Desk) . . . So we quit. And thought about it. When the editorial department talks advertising, that's news . . . Macy's did run five pages today—and eight yesterday. And yesterday Hearn's had six pages, Gimbel's over five and Bloomingdale's over four. And Gimbel's had four today . . . The public must be buying again, despite our civic sales tax, or these great stores wouldn't be running lineage as they are . . . After all,

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there does seem to be good cheer in the lineage figures . . . Seventh among fifteen New York papers, with twelve million lines in prosperous 1929, *The News* will close 1934 with about fifteen and one-half million lines—all display, the most expensive r.o.p. space in American newspapers. Ranking second among eleven surviving newspapers. And first in advertising expenditure! . . . So accept our heartiest thanks, customers, and best wishes for the merriest of Christmases . . . We worried about an illustration for this piece. And then we thought of Herman. Once last Spring, we asked Ely Alexander Ginsburg to try out a wash technique. He washed out Herman. Herman has been tacked on our wall all year. We think he has a glass in his upraised right hand, a glass with a suspicion of a cherry in it. Herman and his mustache and glass have been cheering us up all year. It pains us a little to part with Herman who is such a cheerful guy, but we are going to give him to you. *Give the Season's Greetings to all the customers, Herman, and our best wishes for next year . . . There! . . . Set in Baskerville, with lots of leading . . .*

THE NEWS
NEW YORK'S  PICTURE NEWSPAPER



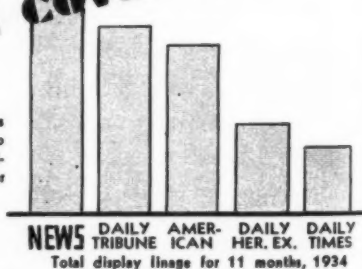
The newspaper that leads in Home Coverage in its market naturally leads in advertising. In the knowledge that Home Coverage is worth more . . . and costs less . . . than purely numerical circulation, advertisers are continuing, as for more than fifty years, to base their success in the Chicago market on

THE CHICAGO DAILY NEWS

Chicago's Home Newspaper

53% HOME COVERAGE

of Chicago's 407,844 Class A and B families who have more than 3% of Chicago's total buying power



*Authority: Media Records, Inc.; "Survey of Daily Newspaper Home Coverage in Metropolitan Chicago."

GEORGE A. McDEVITT CO., National Advertising Representatives,
NEW YORK—CHICAGO—PHILADELPHIA—DETROIT—SAN FRANCISCO

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A Study in Headlines

Why Arbitrary Rules Should Not Be Imposed in Producing Most Valuable Part of Advertisement

By Wm. E. McFee

Chief Copy Writer, The American Rolling Mill Company

I'VE seen some cogent, sparkling headlines in advertisements lately and, like many another advertising man, these impelling words have set me to thinking about the inescapable relation between headlines and copy.

Let's reminisce for a moment and see what curious adventures have befallen advertising headlines since the time—well, the time when there were no headlines. Every gray-beard can recall those days; and even many of us who are not gray-beards.

Copy without illustration marked that early period as well as copy without benefit of caption. It did not matter much; for advertisements were few and far between, times were infinitely more leisurely, and the records seem to bear out that most copy was getting read, despite the absence of eye-catching "pictures" and interrupting headlines.

About that time men of creative bent were attracted to the scene, and with one quick look around to see what the editors were doing, they began straightway to label their sales messages in print. Nothing original, in that, you say; nevertheless it was the most significant step advertising ever took, not excepting the trend toward illustration, which set in shortly.

Remember those one-word headlines—Strength, Stamina, Durability, and all the rest? You will not have to make much of an effort to recall them, because they are still very much alive. And you see these old-timers now and then, not alone in the trade press, but in virtually every periodical, from the humblest to the highest. We can deny these "stingers" all we please, and relegate them to the limbo of advertising oblivion; yet they continue to stop some people and lead

them, curiosity unsated, into the sales message beneath . . . or at least it should be a sales message.

Enough retrospect. A quick leap over the gulf of the past drops me down to that eventful day when I "broke into" this advertising business. I am still flecking off the dust. Anyhow, the rage then was SEVEN-WORD headlines. How could I forget it! Seven words were the *golden mean*. Seven words were the abracadabra that unloosed the buyer's purse-strings. Seven words were veritably and indisputably the Open Sesame of the advertising caliph. Six words might do. Eight words were pardonable. But if you wanted the reader to give your story more than a passing glance, be sure to count and re-count, phrase and re-phrase, until you made the caption come out an odd seven.

Number of Words Means Little

Today the number of words in that headline aborning count for little. You can play thunder and hades with every rule of the game that was ever invented. You can write 'em seven, eleven, seventeen or twenty-seven. You can forget about copy and make the story just headline. You can set one word in seventy-two-point caps and the next in five-point condensed italics. Length doesn't matter; neither do style, placement, and typography; but the one thing that your two-word or twenty-two-word headline must do is instil an idea, a dream, a desire—call it what you will—into the logy, type-dazed and often impression-less mind that glances at you for a second as the endless parade passes in review.

The Rheinstrom-Caples school of advertising copy has succeeded admirably in planting headline

thoughts where they will do the most good. They pick out their readers, not with a grandiose ideal about the eternal fitness of things, but with a sharp eye on the sales chart.

Who gives a stiver for the *selfish interest* that lies behind these "How" and related approaches, so long as they hold out some prospect for profit and self-improvement to the always dominant inner ego? Who gives a hoot for this intangible thing called prestige when sales are at stake? Self-interest is the *sine qua non*, the indispensable virtue—and it begins with the illustration and headline and ends with the transaction. This, whether the product or service costs 10 cents or \$10,000. This whether it be a bill of durable goods or an ordinary, everyday commodity.

"The most successful advertising campaigns have been those which caught this spirit of self-interest." Right! And in exploiting it these "How" campaigns, these "You" advertisements, have impressed it on readers' consciousness first and most importantly of all in the headlines. They looked to their "salutation" and the sale was half made.

A Bibliography of Headlines

It isn't often that one issue of a magazine yields what is virtually a complete collection of advertisement headlines—all schools, all approaches, all methods and devices. Yet a recent issue of *Nation's Business* did. It was a remarkable bibliography in headlines, if I may use the word in that sense; and I, for one, found in it excellent grist for several evenings' study. I had never seen before as many uniformly effective headlines in one book, each appropriate to and blending with its own story.

Let's review a few of these and see how they play upon a department of advertising whose importance can never be over-emphasized. On the second cover the Bell System headlines: "Business Needs Speedy Written Communication. THIS SERVICE PROVIDES IT!"

There is your whole sales message compacted into nine simple and penetrating words. A striking flash impression if the reader never scans another word. A need, fulfillment of the need, and an implicit urge. Grand selling in print!

"Phoenix Mutual" know their Rheinstrom-Caples school of keyed copy and trust, justifiably, in it. Witness this headline: "HOW A MAN OF 40 CAN RETIRE IN 15 YEARS." Mark the magic suggestiveness of that word *how*, to which an intelligible, rational, convincing answer must always be given if the text is to finish what the headline started.

An Effective Fiction-Style Approach

Getting on, here's another one with great impact force: "A Mouse Can Upset an Elephant." It is Hartford Steam Boiler's way of luring the reader into a dramatic story of the false economy of not insuring vital power equipment. The fiction-style headline is invariably an effective approach, because it contains the tested dramatic devices that impel people to buy and read absordedly all kinds of best-selling tales and yarns. Adventure, romance, mystery, suspense, and all the rest.

Now for a different sort of headline, this time from Goodyear. "Great Times, for the Business that can 'take it'!" The best way to describe this eye-catcher is to call it a subtle blend of news, editorial, selling and institutional themes. Nevertheless it is a stopper, and if you are interested in generalities, for a change, and the production-distribution philosophy of "The Greatest Name in Rubber," you will read and reflect for a minute.

Here's a curiosity headline over a comic strip, but it's not so funny, after all. Onliwon preludes: "It Happens in the Best Regulated Buildings," and then goes on to portray by cartoon the washroom jolt of two men who had to use toilet tissue to dry their hands. There is only one way to write cartoon or advertisement-strip headlines and that is to weave them simply into the homely everyday

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experiences for which this kind of advertisement is best suited.

"When an Engineer CONFESSES here's what he'll tell you about modern automobiles" is an interrupting thought for car owners, millions of 'em. This National Carlon headline prefaced a one-column, next-to-reading-matter advertisement teasing readers into surveying a fourth-cover message that picks up the story and brings it to an impelling close. This headline uses the strong confessional appeal for all it's worth. Add it to your list of headline devices; it's a good one and not too much overworked.

A pause for editorial comparison. In the leading editorial piece, Merle Thorpe saluted his readers with this: "Horizons for Everybody." An inviting headline for an editorial, but not the way advertisements would talk. There you have the essential variance between advertisement headlines and the editorial kind. Your successful printed sales message is directed to you—one reader at a time, if you please. Roughly, the advertising writer would paraphrase the editor's effort somewhat in this manner: YOUR HORIZON BRIGHTENS! . . . Same number of words, suggestive of better things to come, but—and importantly—addressed to one person, the reader of the moment.

The Direct-Sales Style of Caption

Here is a mail-order headline, after a fashion: "Burroughs. IT SUBTRACTS as easily as IT ADDS." Six subheads accompanying the main head tell persuasively and succinctly the advantages of Burroughs Adding Machines. You can aptly term this the direct-sales style. It packs much conviction in a brief and enlightening way.

Long headlines used to be anathema to copy chiefs and clients. "Tell it to 'em and tell it fast"—that was the rule. But rules have been shattered and scattered lately, as this Metropolitan Life Insurance advertisement attests: "Employees of the United States and

Canada make protection possible for approximately 6,000,000 employees." Here is a three-bank, news-style headline, pure and simple, and as such it belongs in the repertoire of every copy writer. Before everything else people want to know what is going on in the world, and the closer these events and happenings approach home, the better for the copyman's purposes.

The economy appeal is well exemplified by this Multigraph headline—"Saving Money for Us 14 Different Ways." We have seen a great many such captions during these years of economic travail, and I opine we shall see a great many more. They'll wear well until the next Great American Boom sets in. Then, and only then, comrade, lay your *how-to-save-money* stimulator aside.

The Specific Line of Attack

Specific headlines drive deeply into listless business cerebrums and brew there sometimes for days. One like this, for illustration: "Put an End to Inventory Write-offs with INTERNATIONAL ACCOUNTING SCALES." Beat it if you can for crystallization of sales appeal. There is a headline that really stands on its own feet, and for this reason it is entitled to go to the head of the class now studying "self-contained" headlines.

And now for a headline with real honest-to-goodness lift in it: "The Rails May End—but ERIE Goes on to Your Dcor." It set the pace for what I would call a highly intelligent job of selling in print. And here's another, from Equitable Life Assurance, that is sympathetically touched with the light of human interest: "I'll never let you down." The copy writer takes the words out of Dad's mouth, as he smiles at the little girl perched proudly on his broad shoulders. This example is headline art at its finest.

One peep at the sanctum doings of the book publishers and our screech is done. Book-titling is tough; book-titling totes a heavy load of responsibility. The title helps decisively to make or break

the book. Advertising writers might well study the technique of book-titling, especially that of the best-sellers. Here are a few to start the process: "Dollar Makers," "Masks Off at Midnight," "Rameses to Rockefeller," "No Man Is Single," and "Lust for Life." Halde-man-Julius has taught the book publishers much about the magic of the right words addressed to intellectually and otherwise word-hungry people.

Headline writing isn't confined to advertising ateliers. The art flourishes wherever man has a message to convey to his kind—even in the sky. But advertising stands to profit more from telling headlines

than any other business because it sells goods and services.

If I were an advertiser I would be more critical of headlines than any other part of my advertisements (granting that all parts should blend into a nice whole). If I were an advertising writer (and I am), I would devote about two thirds of my creative time to headlines and the remainder to text and the other odd chores. I did, a few weeks ago, and out of twenty-nine headline attempts emerged this: "Horseless Carriages Yesterday—Streamlined Marvels Today!"

It clicked—to the tune of a gratifying number of responses. Aye! There's the test.

Lasker Again President of Lord & Thomas

Albert D. Lasker, chairman of the board of directors of Lord & Thomas, last week assumed the presidency, a position which he held from 1924 to 1926. His election followed the retirement of Ralph V. Sollitt, who has been associated with Lord & Thomas since 1923 and president of the company since 1931.

Don Francisco, vice-president resident in the Los Angeles office, was elected executive vice-president. Sheldon R. Coons, New York office, was re-elected to a similar capacity.

Four new vice-presidents were elected: Ralph D. Allum, David M. Noyes and Stuart Sherman, all of the Chicago office, and Steve Hannagan, of the New York office. Albert W. Sherer, Chicago and Thomas M. Keresey, New York, were re-elected vice-presidents.

William R. Sachse, who has been assistant secretary and comptroller of the agency, was elected secretary and treasurer.

Mr. Sollitt, while retiring from active business, remains a director of the corporation.

Benton & Bowles Add to Staff

Hayward M. Anderson, for the last two years with J. Stirling Getchell, Inc., as copy writer, has joined the copy staff of Benton & Bowles, Inc., New York agency. Formerly he was with the New York office of Lord & Thomas. Miss M. Alicia Tobin has also joined Benton & Bowles. She was formerly with the Bristol-Myers Company, where she was advertising and promotion manager in charge of Ingram's Milkweed Cream.

Will Represent "Indiana Farmer's Guide"

Frank W. Finn, publishers' representative, New York, has been appointed Eastern representative of the *Indiana Farmer's Guide*, effective February 2.

Walter A. Myers Again Directs "Rock of Ages" Account

The Rock of Ages Corporation, Barre, Vt., has placed its advertising account with the Hays Advertising Agency, Burlington, Vt. The account will be directed by Walter A. Myers, president of the agency, who, years ago, originated the trade-term, "Rock of Ages" for the firm of Boutwell, Milne & Varnum. In 1914 the term was copyrighted and, after years of advertising, the name of the company was changed to identify it with its advertised product.

Takes Over Fitzgerald Atlanta Office

By arrangement with the Fitzgerald Advertising Agency, of New Orleans, Gottschaldt-Humphrey, Inc., of Atlanta, will on January 1, take over the personnel and business of the Fitzgerald Atlanta office. Bruce Moran, who is manager of the Fitzgerald Atlanta office and Miss A. M. Gippert, his assistant, will become part of the Gottschaldt-Humphrey organization.

Doubles Appropriation for 1935

The American Lady Corset Company, Detroit, according to Jerome Sill, advertising manager, will increase its advertising appropriation for 1935 over 100 per cent. A consistent magazine schedule will start immediately after the first of the year and will be supplemented by trade advertising, direct mail and point-of-sale material. The lines to be advertised are Artist Model, American Lady and Miss Today Foundations.

Woodward Appointed by New York "Times"

John B. Woodward, Inc., has been appointed advertising representative of the *New York Times* in Detroit and Chicago territory.



The "White Spot" Is Spreading

Again one of the largest and fastest increasing "White Spots" in America is Southern California. For November 1934 compared with same period last year: 135% increase in building permit valuations, 22% increase in department store sales, bank debits up 6%, postal receipts up 8%, \$4,500,000 increase in foreign commerce, weekly payrolls largest since April 1932.

No little credit for this improvement is due to increased buying on the part of Southern California women—who here as elsewhere either buy or influence the buying of 85% of all retail commodities.

The motive power for this new surge of business is provided by Los Angeles merchants themselves—through aggressive advertising concentrated in the Los Angeles Times, the one newspaper which adequately reaches the financially qualified homes throughout the market.

During the first eleven months of 1934, Los Angeles retailers placed 5,750,000 lines of advertising in the Los Angeles Times—850,000 more lines than in the first afternoon paper—1,300,000 more lines than in the second morning paper.

LOS ANGELES TIMES

Williams, Lawrence & Cresmer Company, Representatives: 285 Madison Ave., New York, N. Y.; 360 N. Michigan Ave., Chicago, Ill.; 10-169 General Motors Bldg., Detroit, Mich.; 210 Chronicle Bldg., San Francisco.

Mr. Manufacturer
HERE'S YOUR BU





BUSINESS

FOR 1935

There's no question about it: your 1935 business is coming from the Mortons and their kind of young, active American families. More and more advertisers are agreeing with economists that it is men and women in their 30's and 40's who are earning—and spending—the bulk of America's income. That's why we have called these people The Leading Americans in today's consumer market. You call them Your Best Customers. They are one and the same—your market and our circulation.

Here is your business for 1935—a great new market that has come up smiling from the depression. A word to the wise is—Advertise to The Leading Americans. *They mean business.*

CHICAGO AMERICAN

more Buying Power to you

NATIONAL REPRESENTATIVES: *Rodney E. Boone Organization*

Association Emblem Upheld

THE right of the Pennsylvania Grade Crude Oil Association to control exclusively the familiar oval insignia by which the motor oils made and marketed by its members are identified, has been upheld in the Court of Common Pleas of Venango County, Pennsylvania, after two years of litigation.

The case was brought by the Association against the Radbill Oil Company of Philadelphia, a former member which refused to discontinue the use of the emblem on its canned oils after its membership terminated.

The insignia was adopted twelve years ago, when it was first organized. Originally it was registered as a trade-mark, but finding that, as a trade association, it had no products of its own to sell, the registration was transferred by the Association to one of its member companies. Subsequently, as court decisions clarified the law, this registration was withdrawn and a copyright was substituted as a better legal protection.

Through the whole period, however, the Association used the device for only one purpose, i.e., a badge of membership by which motor oils refined from Pennsylvania Grade Crude oil by members

could be readily identified. Several millions of dollars have been expended in national advertising, merchandising and various forms of promotional effort to popularize the device.

The defense claimed that the various legal procedures to which the Association resorted in its effort to establish its legal rights were faulty and that the Radbill company was entitled to pre-empt the use of the mark for its own purposes. The court brushed aside this line of defense and decided the case as one of unfair competition in which prior use, and good faith, weighed more heavily than technicalities.

In his consideration of exceptions to the original rulings, Judge McCracken sustained the Association's contention that Radbill materially aided its sales through use of the emblem on its containers.

The final decree definitely establishes the property right of the Association in its emblem, and declares that the Association "had the right to license and permit the use of the same to its licensees and members."

The defendant company was given until December 27, 1934, to remove the insignia from its cans and advertising materials.



H. L. Towle Joins Pittsburgh Plate

H. Ledyard Towle has resigned as director of the outdoor creative department of the Campbell-Ewald Company, to join the industrial design department of the Pittsburgh Plate Glass Company, Pittsburgh. He was formerly with the Fisher Body Corporation.



Adds Burr E. Lee to Staff

Burr E. Lee, formerly with Barron G. Collier, Inc., New York, has joined Universal Radio Productions, Chicago, in a sales contact and program development capacity.



Has Shoe Account

The London Character Shoe Company, New York, has placed its advertising account with Hirshon-Garfield, Inc., New York.

With Blackett-Sample-Hummert

George H. Allen has joined the Chicago staff of Blackett-Sample-Hummert, Inc. He formerly was with the Federal Advertising Agency, New York. Other previous connections include J. Stirling Getchell, Inc., New York, and the Campbell-Ewald Company, Detroit.



Toledo "News-Bee" Appoints P. R. Pettit

P. R. Pettit has been appointed advertising director of the Toledo *News-Bee*. He was formerly with the Cincinnati *Post*.



Publishers to Meet

The fifteenth annual convention of the New York State Publishers Association will be held at Rochester, N. Y., January 17 and 18.

Selling the World

An Export Merchandising Story: Telling How Packard Built International Good-Will and Acceptance

By B. C. Budd

Vice-President and General Manager, Packard Motor Export Corporation

A WEALTHY Chinese may—and one did—buy a Packard the better to honor his deceased parents by using it only once a year and putting it to no other less solemn purpose than conveying his family on the annual pilgrimage to the Temple containing the ancestral tomb. A European monarch may, within a few years, purchase twenty of our cars for active use. Or a wealthy coffee grower in Brazil may select a single limousine.

There is no great difference between the considerations that decide these prospects and those that make buyers at home. From our viewpoint and in sales language, all our customers are "buying distinction."

That explains why prospects all over the world find the same theme in Packard advertising. Our campaigns are international in appeal. Allowing for differences in language, consumer attention and acceptance are solicited by the same sales story, and the same pamphlets are brought to them by the postman. In America the public has come to know our slogan, "Ask the Man Who Owns One." To Germans it is "Frage den der Einen hat"—but it all amounts to the same thing.

Given the linguistic ability and the knowledge of local customs and amenities, any Packard salesman could step into any dealer's establishment and sell the car. And he would feel quite at home, for he would find both the selling and the service ends of the business patterned very closely after those with which he was familiar at home.

In our case there may be a closer than usual parallel between foreign and domestic sales and distribution. But, after all, the main dif-

ferences are those of conditions, rather than of methods. The American manufacturer who seeks to extend his market horizons has little to learn about selling, therefore, except perhaps dogged perseverance in overcoming obstacles, for conditions are often exasperatingly difficult.

Packard has the advantage of having been engaged in this angle of the business for a great many years. My own service with the export organization covers nineteen years, and the average for the entire executive staff would probably be between sixteen and seventeen years. Building an export business is slow work. Patience and continuous effort are required to bring results. The Biblical injunction—"Ye shall reap, if ye faint not"—cannot be more fittingly applied to any other field of selling.

Consistency Has Been Export Keynote

Our export organization has been built in the conviction that it would be good business to cultivate foreign markets consistently. We have been striving very seriously all the time; not in during good years and out in bad years. In all, we have done business in sixty-five different countries. And if the fact that we have at times outsold competition in our price class by as much as three to one could be credited to any one thing more than another, I would give the laurel to consistency, rather than to any bit of brilliancy in this or that policy.

And I say that because there is one point of great difference between export and domestic business. Here in the United States an exceptional product may quickly win recognition. Whether it be a radio, a washing machine or an



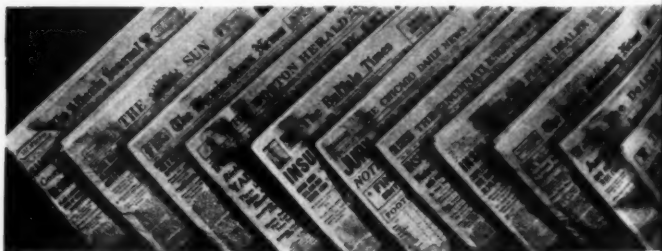
. A LABEL FOR HIM

NO copywriter created the "A" Market, no research man invented its boundaries. It is a matter of fact—of geography and history, the inevitable result of the development of America.

Nine out of ten Americans live east of the Rockies. It is no coincidence that they account for 88% of the retail sales of the whole country, 90% of the wholesale business.

People—not square miles—make markets, and the 110 million people in the "A" Market make it just about the biggest, richest market in the world.

The 26 million families in the "A" Market consume carloads of cosmetics, tons of breakfast foods, millions of gallons of gasoline, billions of cigarettes—all but a fraction of the entire output of American factories. *This Week* reaches one out of six—over 4,000,000 families in the "A" Market.



UNITED NEWSPAPERS **MAGAZINE CORPORATION**
420 LEXINGTON AVE., N. Y. C. 17

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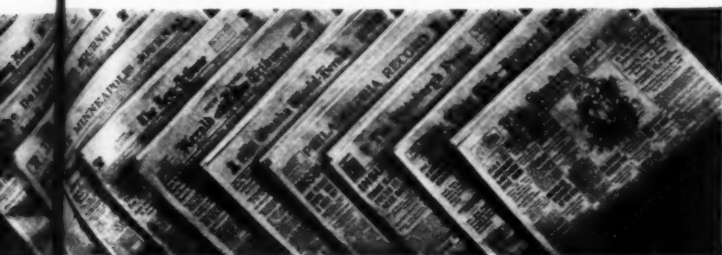
FOR THINGS AS THEY ARE

The "A" Market is recognized on the sales maps of American business. Automobile manufacturers and toothpaste makers alike know where they sell goods, know that dots and colored pins are thickest in the primary centers of distribution.

This Week follows the sales maps. Its full sales power is concentrated in the "A" Market; it hits hardest in 21 of the top 26 sales centers. To manufacturers with the capacity to meet the "A" Market's demands, *This Week* offers a new and powerful merchandising force.

This Week

The Colorgravure Magazine for the Four Million



CHICAGO: 360 N. MICHIGAN AVENUE
DETROIT: GENERAL MOTORS BLDG.

SAN FRANCISCO: 111 SUTTER STREET
LOS ANGELES: LINCOLN BUILDING

automobile, a good advertising campaign and an active selling campaign hold the possibility of producing a large volume of business in a relatively short time.

In foreign markets a much longer time is required to establish a reputation and win widespread consumer acceptance. One explanation may be that the old world holds with greater loyalty to its accustomed products. The more convincing explanation, however, is that export business, in the nature of things, is thinly spread over numerous markets and cannot have behind it the weight of advertising and sales effort that is exerted at home. For instance, our foreign business totals approximately 10 per cent of domestic sales. This means a limited budget at one end, while tariffs and internal taxes, by lifting the consumer price, limit the number of potential buyers at the other end. There is nothing for it, with efforts and prospects so circumscribed, but to plan for cumulative results over a long period of years rather than in any one season.

This has been notably true in recent years of political unsettlement. The market for a quality product is particularly vulnerable to changes which affect the wealthy classes. Upsets after years of planning are a tedious trial to the American temperament which is attuned to rapid-fire action and results that echo back—if they come at all. In ordinary times, however, foreign trade holds one sweet compensation and that is this: in a world-wide market things seldom go bad in more than one or two spots at a time.

Selling Distinction of the Product Abroad

Our export work, from the outset, has all been shaped up to one end—selling distinction of the product. That involves care in a great many things, particularly care in the selection of distributing companies—mainly as to personnel. Success in any sales campaign—peanuts or motor cars—depends upon how good the product is and how well it is presented. The presentation requires a personnel

capable of building business with the class of people to whom the product appeals. Tiffany, for instance, of necessity sets up a different standard for its salespeople than Woolworth.

Presentation, if it is to be in keeping with quality in a motor car, goes deeper than personnel. Throughout the whole operation, selling and service, there must be care and courtesy in the little details. Particularly abroad, where class distinctions are sharply drawn, the product of distinction must have the proper setting—a sureness of touch in sales and service, smooth-running efficiency which insinuates itself into the confidence of the prospect and owner without being obsequious. It is a culmination difficult to put into words.

Has Stable Foreign Dealers

In practice, the set-up for selling distinction is the result of years of careful selection and educational work. We have made long strides in this direction by virtue of the fact that the turnover among our distributors has been very small. In some cases we have been dealing with the same people for twenty or twenty-five years. And a large part of our success in foreign sales must be credited to a sales organization which understands how to deal with the wealthy classes in all lands and also the proper approach to dignitaries of all kinds.

All our selling is done through these locally organized distributorships, for Packard has no branches abroad whatsoever. We ship everything direct to them, and they carry stocks of cars and parts to service dealers in their territories. Every distributing company is run by nationals of the country where it is located and makes its headquarters in the most important city of that country. Usually it handles, as a dealer, retail sales in its own city, and operates branches or appoints dealers in other cities.

For sales promotional and educational work, our contact with these distributors is maintained in much the same way as if they were located in the United States. Traveling out of the export cor-

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New York

Circulation Gains Increase Telegram-Gazette Dominance

In 1922 The Telegram-Gazette had already become what it is today—the dominant advertising medium of the entire Worcester Market, city and suburban. Steady and substantial circulation gains since then reflect the steadily increasing preference of Worcester Market readers for these newspapers. Here's the story at a glance:

In the period from March 31, 1922 to Sept. 30, 1934

CITY Circulation

The Telegram-Gazette **GAINED 14,372**

Worcester's other paper **LOST . . 4,612**

RETAIL ZONE* Circulation

*Average 18-mile radius

The Telegram-Gazette **GAINED 10,284**

Worcester's other paper **GAINED 5,986**

TOTAL Circulation

The Telegram-Gazette **GAINED 35,121**

Worcester's other paper **GAINED 1,504**

Average Net Paid Daily Circulation
of The Telegram-Gazette for the
Six Months Ending Sept. 30, 1934

105,743

The Retail Zone circulation of The Telegram-Gazette is much greater than the TOTAL circulation of Worcester's other paper. The City circulation of The Telegram-Gazette is almost DOUBLE that of Worcester's other paper. The circulation INCREASE of The Telegram-Gazette in the past 12 years is greater than the ENTIRE present circulation of Worcester's other paper.

The Worcester Market—city and suburban—population 433,287 within an average 18-mile radius—is effectively covered through these newspapers ALONE

THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, *Publisher*

Paul Block and Associates, National Representatives

New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

• POPULAR FALLACIES

"Advertising.

85% HOKUM.

MANY sweeping condemnations of advertising arise from the fact that agencies and advertisers must take people for what they are.

Records show that millions of women can be most easily persuaded to wash their own lingerie through appeals to their emotions . . . is there any misuse of advertising about that?

Is it hokum because those little balloons of conversation characterizing the comic strip prove repeatedly to be the best read parts of advertisements . . . even to the distaste of the refined?

Untruthful advertising is

indefensible by any standard. Advertising that appeals to one group of people may appear the sheerest bunk to other people . . . but that is no aspersion on advertising, nor on the skill of the advertising writer.

A widely held fallacy is the assumption that an emotional appeal in advertising is necessarily an untruthful, subversive appeal.

Even critics of this type of advertising will themselves respond to an emotional appeal keyed to their particular tastes . . . the use of a symphony orchestra by a radio advertiser illustrates that point.



NATION'S BUSINESS

260,000 CIRC

PUBLISHED MONTHLY AT WASHINGTON BY THE U

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ADVERTISING MEN are
aroused by every statement about
dvertising that is fallacious.

Similarly other business men are
aroused by fallacious statements
about their business.

NATION'S BUSINESS, almost
alone, has fought the battle of all
business against fallacies. That is
one of the reasons why 260,000
executive subscribers hold it in
such high regard.

T'S BUSINESS

60,000 CIRCULATION



TON BY THE UNITED STATES CHAMBER OF COMMERCE

poration's headquarters, in New York City, and reporting back here personally about once a year, are district sales managers whose territories take in a certain district which may cover several countries and distributorships. They are under the direction of the export sales manager.

The set-up is similar from the service end. Our district sales manager is usually supplemented by a mechanical man who supervises all service work, and who is under the export service manager. These men, who are thoroughly trained in the servicing needs of the car and the distributor, teach the mechanics of the car and sell distributors on the idea of spending money to provide Packard owners with the most efficient service. They are what might be called "practical engineers."

These two district jobs are fairly well co-ordinated. Quite often the two men travel together. The responsibility for results is primarily on the district sales manager, but in order to do a completely satisfactory job, he must rely on the service man to keep up his end. Both work on the basis of co-operating with the distributor. They do not try to tell him how to run his business; it is their aim to help him by improving his methods and efficiency in both sales and service. There is a big advantage in having these two men on the go in each district most of the time. For when they find ideas working well in one market, they can take them to the next and with the authority of actual experience and results back of their recommendations, induce another distributor—or several—to try them.

Hurdling the Language Barrier

Our educational work has been greatly aided by the fact that in every one of our distributorships, and also in a great many dealer organizations, there is at least one man who speaks English. That has made it possible for local sales managers to adapt to their own needs, in sales meetings and in individual training of salesmen, practically all of the material prepared

for the use of Packard dealers at home. Our sales manual—which is now a very comprehensive portfolio, in loose-leaf form so that it can be brought up to date each year, and bound into a zippered leather brief-case—thus does duty at home and abroad. It would be much too expensive to print it in different languages for foreign use.

Advertising Prepared in America

Nearly all our sales literature and advertising copy, as well as artwork, is prepared in New York City. Under our present system, the advertising is actually placed by the individual distributing companies through their own agencies. Because the appeal of distinction—prestige of product, pride of ownership and satisfaction in performance of a high character—is the same everywhere, we are able to lay out one campaign to be used throughout the whole world, with copy that applies to all markets. The only difference is in the vehicle for conveying ideas—language.

Our catalogs and other literature are all printed at home. But copy is prepared here in four languages only—English, Spanish, French and German—which we have found cover the needs of a very considerable portion of the globe. In countries where none of these languages is understood we send the distributors what might be called "illustrated dummies"—that is, pieces containing the artwork, but no copy. With these we send completed pieces in the four languages. But we are always careful to instruct distributors never to attempt to translate copy literally. Because of the peculiarities of every language, direct translations are always awkward sounding and unfamiliar in phrasing. From the convincing language of the original they are liable to emerge as curiosities, sometimes harboring unsuspected humor. Rather than risk such productions we have found it better to have distributors tell the story of the advertisement or the circular in their own language. And quite often they supplement our own campaigns with their own

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copy which contains local color. But we have gone to great pains to translate the Packard slogan into twenty-four different languages, in order to secure for this familiar phrase some semblance of uniformity in its world-wide usage.

For several years we have used a great deal of direct mail and have found that it is even more productive in export work than in the domestic market—perhaps because the mails abroad are not cluttered with it as they often are at home. Usually these pieces are sent to distributors and mailed by them. But last year we tried a new experiment. We asked all our distributors for lists of all their real good prospects, and received a total of about 20,000 names. To this world-wide list we made a single mailing of a carefully prepared folder, with color illustrations. Our thought was that, while the effort would be considerably more expensive than usual, it would gain measurably in appeal from the fact that envelopes bore foreign postage and cancellation stamps.

We had no means of accurately checking results, of course, but judging by comments from distributors, we believe the effort was quite successful. Such an approach would, very likely, lose its appeal if attempted often. The expense would bar it from regular use, not to mention the detailed preparations involved. The circulars destined for Japanese prospects, for instance, had the artwork put in here, and then went half-way around the world to have the copy printed in Japanese characters, after which they came back to New York for mailing. But if done occasionally such a mailing has distinct advantages in attention value and in that flattering feeling of importance duly recognized which comes to the prospect when the parent company reaches out from the home land of the product to put its sales story directly into his hands.

In none of our foreign advertising is price ever mentioned. Price and quality appeals were never affinities, anyway. And the higher the unit price of the product the greater the cleavage. Because of high tariffs, the cost to the foreigner of the lowest priced car in our line is between \$5,000 and \$6,000. And taxes are also very high. On one of our big twelves the Italian owner would pay \$600 a year in taxes which are based on weight and horsepower. For gasoline the Italian owner, because of taxes, may pay as high as the equivalent of 80 cents for each gallon.

Not only the first cost, therefore, but also the upkeep, limits the use of large automobiles in foreign lands to the very wealthy. Such people have sufficient means to buy what they want, regardless of price. As between a Rolls, Hispano, Mercedes or a Packard, the buying decision depends upon how well they have been sold on the factors that make for distinction.

The lasting benefits of everlastingly reiterating the single-minded sales story of distinction have recently been brought home to us in a gratifying manner. Here and there the nationalistic spirit has fostered the feeling that the purchase of foreign goods gives comfort to an economic enemy. The extent of these nationalistic campaigns is familiar to all. And yet Packards have been so much in evidence in these countries for so many years that they are no longer considered American cars; rather, they seem to adopt the countries in which they appear. A European once explained it to me, saying that Packard has built for itself something which knows no national boundaries—an "international reputation." And that is a priceless distinction which compensates for the large measure of grief that is handed to the export organization by a world in turmoil.

Joins KOMO-KJR

Hugh M. Feltis has joined the business staff of KOMO-KJR in Seattle. He has been with station KIDO, Boise, Idaho.

With Tower Magazines

C. C. Ryan is now with the New York staff of the Tower Magazines. He previously was with *The American Boy* as Michigan and Ohio manager.

"But it cooks in H



McCall's **STYLE & BEAUTY**

BEAUTY AIDS · COSMETICS · PERFUMES
HOSIERY · UNDERWEAR · CLOTHING

McCall's **HOMEMAKING**

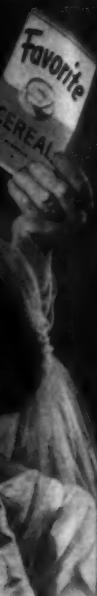
FOOD · DRUGS · ELECTRICAL EQUIPMENT
CHILDREN'S NEEDS · HOUSEFURNISHINGS

McCall's **FICTION & NEWS**

TRAVEL · CIGARETTES · CARS · INSURANCE
AUTOMOBILES · BOOKS · THEATRE

McCALL'S...THREE MAGAZINES IN ONE

ks in HALF THE TIME



WHAT'S THIS? A grocer crashing a wedding? Wouldn't you think he could pick a better time to sell his cereal?

All right, then; suppose, instead, he advertises his cereal opposite an article in a magazine which starts her *thinking* about food. Wouldn't he make more sales at a time when she is *ready* to listen?

It is easier to make proper use of a woman's needs than to try to change them.

That is why, two years ago, McCall's decided to help both the advertiser and the reader by sorting its editorial contents into three magazines.

It's *easy* to get her attention on food, rugs, house furnishings, child needs, when she is reading about these things in McCall's **HOMEMAKING**.

It's *easy* to get her attention on clothes, cosmetics, what to wear, how to be beautiful, when she is in the mood and studying the subject in McCall's **STYLE & BEAUTY**.

It's *easy* to get her attention on travel plans, cigarettes, cameras, automobiles, merchandise for her pleasure when she is relaxed and looking for pleasure on the pages of McCall's **FICTION & NEWS**.

For two years, now, McCall's New Triple Magazine has been proving its success to those who use it.

Result: More advertising than ever for McCall's in comparison with old-style magazines in the women's field.

Try McCall's yourself and see why.

REFRIGERATOR MANUFACTURERS PLEASE NOTE:

More readers of McCall's expressed their intention of buying an electric refrigerator during the next year than did the readers of any other women's magazine—according to an independent survey made among 4,546 homes. (Details on request.)

60,000 REQUESTS

A food advertiser appearing in the Home-making Section of McCall's received over 60,000 requests for a Cookery booklet from a single half page advertisement in a recent issue. McCall's moves to action.

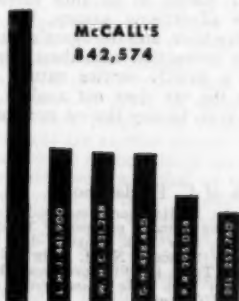
MORE PAGES READ

A recent study by Prof. H. W. Hepner of the University of Syracuse showed that a greater per cent of the total editorial pages were read in McCall's than were read in any other women's magazine. (Details on request.)

FIRST IN NEWSSTAND SALES

McCall's wide margin shows you something about what magazine women prefer when they step up to a newsstand and pick out in even competition the magazine that pleases them most.

McCALL'S
842,574



LI & BEAUT
COSMETICS
UNDERWEAR - CLOTH
MEMAKING
ELECTRICAL EQUIP
DS - HOUSEFURN
ION & NEWS
ARETTES - CARDS
BOOKS - INSUR
IN ONE

Fight Advertising Tax

Agents and Photo-Engravers in Chicago Join Hands to Resist Quaint Illinois Proposition

EFFORTS of the State of Illinois to levy on advertising materials its 2 per cent retail occupational ("sales") tax last week evoked strenuous opposition from two quarters—advertising agencies and photo-engravers. The Department of Finance of that State holds that engravings, electrotypes and other tangible objects which pass through advertising channels are subject to the tax, and has pointedly invited payment thereof—retroactive to July 1, 1933.

Some seventy-five Chicago advertising agents, who met last week under the auspices of the recently formed Chicago agency club, are taking joint action to resist the imposition of the tax. H. R. Hulsebus, vice-president of the Stack-Goble Advertising Agency, was appointed chairman of a committee to represent the agents' views at a hearing on this matter. With him will serve: J. R. Lieber, Blackett, Sample & Hummert, Inc.; W. R. Sachse, Lord & Thomas; F. G. Stein, Ruthrauff & Ryan; and J. C. Moore, Aubrey, Moore & Wallace, Inc.

The essence of the agents' view is that in purchasing advertising materials, the agency is the agent of the advertiser, as ruled in numerous court decisions. As Mr. Sachse noted in a review of the subject, title to engravings and similar matter at no time resides in the advertising agency, but in the advertiser, and the agent's function in connection with these items is of a strictly service nature, to which the tax does not apply. If there is to be any tax on such ma-

terial, the agents hold, it is up to the supplier to make the proper charge.

But so far as the engravers are concerned, the supplier is not subject to the tax, either, and a group of them have jointly filed suit for an injunction restraining collection of the tax on engravings pending a court decision on the State's right to do so. The engravers claim that their business, too, is primarily of a labor, or service, nature. Engraving, they hold, is simply a matter of transforming an image from one surface to another, which image is the property of the customer and at all times so remains.

"It is true," remarked a leader in the engravers' action, "that a little piece of copper is involved, but it is a relatively unimportant part of the transaction. When my company makes a set of plates for an advertiser costing \$600, the State wants to collect 2 per cent on that amount. But inasmuch as the value of the tangible property actually involved in such an order is about \$3, we think the tax a little high—in fact confiscatory."

The precedent upon which the Illinois engravers base their position is an action brought some years ago in New York State in connection with the adoption of the standard scale of prices of photo-engraving. At that time the Supreme Court of New York held that engraving is not a manufacturing business, but a service. "If engraving is a service in New York," adds the executive referred to above, "it certainly isn't a wheelbarrow in Illinois."

Death of C. E. Hammond

Charles E. Hammond, statistician and advertising manager of Spencer Trask & Company, New York, banking, died last week at Summit, N. J. He joined Spencer Trask in 1915, previously having been with *The Commercial and Financial Chronicle*.

McBride Starts Sign Company

W. H. McBride, sales manager for the Alpha Claude Neon Corporation for four and a half years, has resigned to establish the McBride Sign Company, at 4740 Baum Boulevard, Pittsburgh, to specialize in the manufacture, sale and servicing of electric signs.

A Go-Getting Business

Such Is Agency Solicitation, Says One Who Knows, and Being Casual Is Dangerous

By A. Wineburgh

President, Carbons Products Company

MAYBE the anonymous gentleman, new in the advertising agency business, whose interview* appeared in the December 6 issue of *PRINTERS' INK*, deliberately planned to get a rise out of some of us. If not, then he has made the mistake of speaking out too soon, not giving himself time to learn what his new business is all about.

I was a salesman of advertising service for twenty-five years before I bought the business which I now have and which controls a nationally advertised product. Altogether I have put in more than fifty years on both sides of the fence and, today, I am continually having my account solicited.

It is the contention of the anonymous gentleman, I take it, that advertising agency men must be so gentlemanly as to preclude any forceful and direct solicitation of new business. He talks at length about being casual in solicitations. You can't be casual, if you are in business to do business. Of course if you are just indulging in it for pleasure, that is something else again.

What does he mean by solicitation, unless he means going out and finding a prospective client? Is an advertising agent merely to put up a sign outside of his office door and wait for business to come in? If he thinks a casual introductory call is going to lead to a second visit in which the question of business can be tenderly broached, he is going to get a lot of disappointment. No business man should call on another and be afraid to talk business if he sincerely believes that he has something to offer.

Our anonymous gentleman evidently is of the school that yearns so earnestly to have advertising given general acceptance as a profession.

"What," I ask, "would be the impression of the lawyer who would not point out the legal objections to a contract that was submitted for his advice? What would be thought of the doctor who did not tell a patient the things not to do? What are the functions of an advertising agent who would not point out in an advertising campaign what is wrong?"

The answers are obvious.

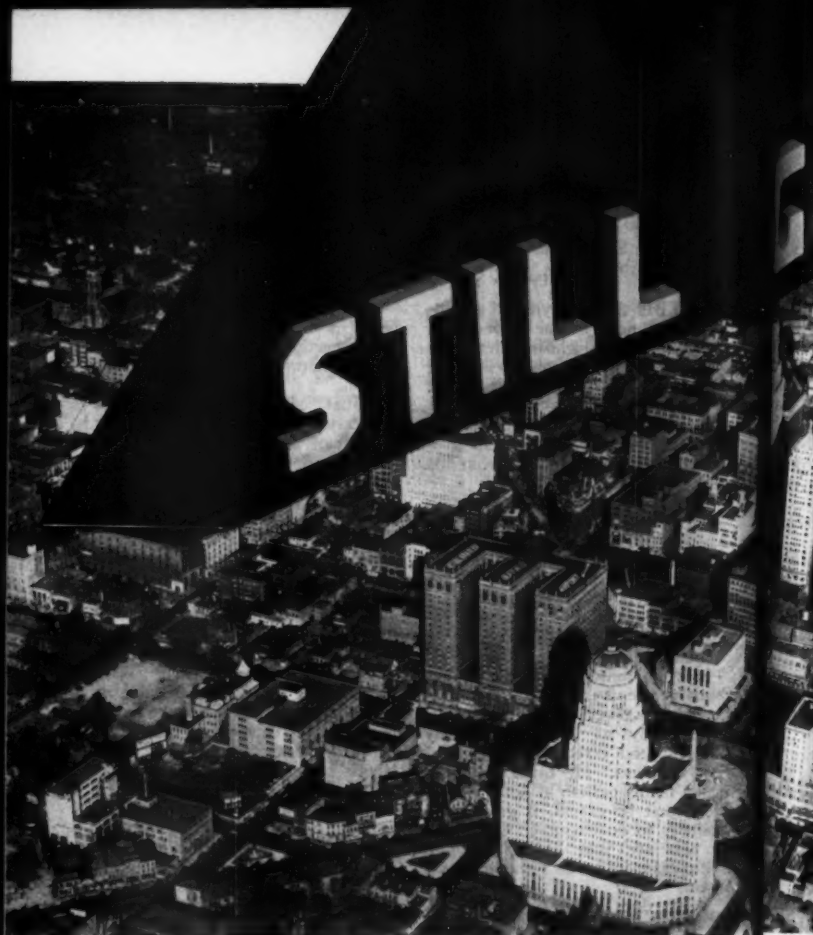
A Difference Only of Degree

They are no less applicable in instances where solicitation of a prospect is concerned than they concern criticism and advice for clients in the house—the difference is one only of degree. The client represents a customer and the agency is being paid to service him. The prospect is a potential source of income and if discussion of his problems is constructive, he may become a client with advantage to both himself and the agency.

If an agency accepts the principle laid down by our anonymous friend, holds his hands up in seeming horror and declares "Never criticize a prospect's advertising," he is stymying himself. It is usual in polite society to overlook a mistake even if gravy is spilled over one's shirt front. But mistakes in business are another matter. In my experience in the solicitation of advertising over a period of twenty-five years, I have unhesitatingly pointed out to my prospects what I believed were mistakes.

When I first called on the Campbell Soup Co., I commanded their attention because in connection

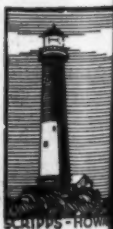
* "Agency Solicitation as Seen from Agency Side," by An Advertising Agency Executive, *PRINTERS' INK*, December 6, 1934, page 7.



Fairchild Aerial Surveys, Inc.

WE ARE HAPPY TO SAY THAT THE OTHER BUFFALO NEWSPAPERS

MEMBER OF THE UNITED
PRESS...ASSOCIATED
PRESS...AUDIT BUREAU
OF CIRCULATIONS
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



T

GAINING

MORE THAN 2,000,000 LINES GAIN

THE upward surge of Buffalo Times linage this year is the talk of the advertising world. Few newspapers gain even one million lines in any year. The gain of the Times now exceeds *two million!*

Total Advertising is UP . . . 2,286,569 lines
Retail Advertising is UP . . . 1,873,905 lines
Department Store linage is UP 472,568 lines

THE growing circulation of the *TIMES* represents sound Scripps-Howard value and provides powerful coverage in New York State's Second Largest Market. Daily circulation is now 78,340—a gain of 8,278; Sunday circulation is now 107,919—a gain of 8,770 (six months average for period ending September 30 compared with similar period of 1933).

NEWSPAPERED TOO—PROVING BUFFALO IS A PROFITABLE MARKET RIGHT NOW

The Buffalo Times

A SCRIPPS-HOWARD NEWSPAPER

NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS... 230 PARK AVENUE, NEW YORK CITY
CHICAGO . SAN FRANCISCO . LOS ANGELES
DALLAS . DETROIT . PHILADELPHIA . ATLANTA

with the advertising of their Campbell Beefsteak Tomato Ketchup, I pointed out that the mention of "Beefsteak" as part of its name, even though it really described the kind of tomato used in the product, limited the use of their ketchup. Otherwise, I am not sure that they would have invited me to lunch with them, and I may never have had the opportunity to discuss the question of advertising with them.

Resulting Discussion Made an Impression

The very fact of calling attention to what I believed was faulty practice, would result in a discussion which was constructive at times and at times not. It did indicate whether or not I had any sense of advertising and whether or not my psychology was right. It impressed the prospect even if I could not tell him what to do; for I had the opportunity of telling him what not to do. More important, my criticism led the prospect to me, which a casual visit never would. And if casual visits, such as those recommended by our newcomer, are to be considered, I am convinced that my method had much the better edge so far as making an impression is concerned.

For example, many years after I had retired from the advertising business, I read an advertisement of the Pro-phy-lac-tic Brush Company, in which I was a stockholder, which called attention in numerical order to a half dozen features of Pro-phy-lac-tic brushes. At the end of each statement there was printed in italics "and we are the originators of this feature." I wrote the company that every time it said that it was the "originator" it told me that other companies' products had the same desirable feature. The company agreed that this was a constructive criticism. Had I been an agent soliciting that account, I am satisfied that, taking advantage of my observations and having the courage of conviction, I would have had an entrée for further presentation of my ideas.

The agency handling the Pro-phy-lac-tic Brush advertising at the present time was not handling

the advertising at the time I made the criticism referred to. Even so, it may not have been the agency's idea, and may have emanated from the Pro-phy-lac-tic Brush Company's advertising department itself.

An advertising agency is not always responsible for the things that are done in advertising—but the agency men should at least analyze the effect upon the public and fight it out with the advertiser. Advertisers, themselves, are not free from stubbornness—everyone has a certain amount of it—and, particularly, to fight for their own ideas.

The advertising business is a business of go-getting. Like any other line there are only a certain number of men in it who can conceive or carry a message. The message should be of the moment and keyed to the immediate interest of the prospect solicited. It is time-wasting to make a casual call and limit discussion to generalities.

Generalities Won't Land an Account

Let our newcomer call upon me or my friends who are responsible for the execution of their companies' advertising with such casual palaver as "You know advertising is a strong potential force, etc.," and he will hear something like this: "Are you not just a little elemental?" No executive of experience is going to listen to a course in advertising procedure. Generalities hold nobody. Advertisers want specific ideas. I never knew a salesman to build a record for himself selling on generalities.

Every man who sells, and the advertising agency must sell itself, has to be able to point out mistakes. They are easy to find and easier to imagine, but it takes brains to discuss them constructively. But our anonymous friend makes no distinction between backbiting criticism and criticism that may be helpful to a prospect. His ideas, to my mind, are beautiful for parlor conversation, but not for business. He talks about the importance of impression. Well, a handsome man leaves an impression, doesn't he? So does the fellow who talks a good game of

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golf. So does the fellow who brings the latest line of gossip. But I'll "copper" all these impressions in favor of the man who leaves a worth-while thought. It is no less valuable to an advertiser to have his advertising campaign honestly criticized than it is to get only constructive ideas.

It is, of course, always interesting to be advised of new trends in advertising that are proving successful. The agent, as has been pointed out, works with many advertisers and has that broad vision which comes with working in many fields. Nevertheless, it is always closer to the heart of a prospect to learn about ideas that apply to his problem, before he makes a change in his agency.

His wishes are never going to be fulfilled if the agents who call upon him are going to make a pink tea of their visit. Where does it get him to hear: "Perhaps other agencies know much about your industry. I would not want to criticize your present agency's work. It's a high-class organization—we know its executives personally and have a high regard for them. However, we want your account."

This is no exaggeration of many solicitations. They beat about the bush and try to avoid anything suggestive of going after business, and wind up by practically asking that the account be given to them. Our anonymous gentleman is not alone in his thinking, I am sorry to say. He is a beginner and seemingly has spoken too soon. He has much to learn. This is made more evident in his remarks about adver-

tising managers who play the boss' side, when to be true to conviction they should fight an agency's recommendations even though to do so means running counter to one of the boss' pets.

Of course an advertising manager must work with an advertising agency, and preferably in harmony. Differences of opinion should be honestly discussed. But inevitably a solution must be arrived at and advertising must be made to pay. An advertising manager who would do otherwise is like the politician who makes any promise, agrees to everything and is afraid to back his opinion. The advertising manager who shuns this responsibility does his concern harm and, worse, warps his own development and stunts the growth of his own reputation. The agency which browbeats men into such a position, is itself running for a short shrift.

Maybe I have become unduly excited by what our anonymous friend had to say, because I have been on both sides of the fence longer than he has. While I disagree with him, I believe he has contributed an interview that is refreshing even if it did nothing more than make us all take time out to think over the opinions which he holds.

[EDITOR'S NOTE: Because of this contribution by Mr. Wineburgh to the discussion on agency solicitation taking place in **PRINTERS' INK**, no instalment in his series of reminiscences is being printed this week. His regular series will be resumed next week.]

Pelletier Given FHA Appointment

E. Leroy Pelletier, at one time advertising manager of the Ford Motor Company, has been appointed associate director of the Federal Housing Administration in Michigan. More recently he has been publicity representative for the receivership of the closed national banks in Detroit.

W. W. Mohun with Reo

W. Ward Mohun has been appointed special representative of the Reo Motor Car Company, Lansing, Mich. He has been with the Federal Housing Administration as assistant director of public relations. He formerly was with Willys-Overland, Inc.

New Account to Reese

Foreign Vintages, New York, importers of a line of twenty-six liquor products, have placed their advertising account with Thomas H. Reese & Company, Inc., New York. Advertising on a pre-Christmas campaign is now running in class magazines and in newspapers in New York, Chicago, Buffalo and San Francisco.

Has Alex Chemical

The Alex Chemical Corporation, Niagara Falls, N. Y., has appointed the Baldwin-Urquhart Advertising Agency, of that city, to handle its advertising and sales promotion. A campaign will include business-paper and direct-mail advertising.

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business

IN 90% of all industrial buying three or more men have a voice. That means three men to be contacted repeatedly. That takes valuable hours of your salesman's time . . . raises selling costs.

And, even then, it often falls short of

a thorough sales job. For every company has its executive who insists "he's not the man to see" when your salesman calls—but insists on a voice in the final decision.

What's the answer? You guessed it—business paper advertising to tell your sales story frequently and effectively to all who wield industrial buying power. Expensive? Not if you concentrate on covering Industry's 12 Major Markets the waste-proof McGraw-Hill way.

McGRAW-HILL PUBLISHING COMPANY, Inc.

330 West 42nd Street, New York, N. Y.

American Machinist	Electrical Merchandising	Factory Management and
Air Mail	Electrical West	Maintenance
Auto Transportation	Electrical World	Metal and Mineral Markets
Business Week	Electronics	Power
Coal Age	Engineering and	Product Engineering
Chemical & Metallurgical	Mining Journal	Radio Retailing
Engineering	Engineering News-Record	Textile World
Construction Methods	Food Industries	Transit Journal

Chains Are Not Monopolies

Federal Trade Commission in Report Surveys Many Phases of Mass Merchandising

AFTER six years of investigation the Federal Trade Commission last week transmitted to the Senate its final report on chain stores. During the period, the Commission has submitted thirty-three factual reports on various phases of the chain-store industry. A number of these reports have been summarized in **PRINTERS' INK**.

In summing up the facts in its final report, the Commission says that "It may be stated that the chief advantage enjoyed by the chain store is its lower selling price to consumers. These lower selling prices are largely due to a variety of factors which may be divided into two cases: First, those which appear to be amenable to ordinary governmental regulations and, second, those which would be amenable only to extraordinary governmental measures. Among the former class may be mentioned the following:

"1. The usually lower buying prices of chains as compared with independent wholesalers or retailers, much of which is often the result of special discounts and allowances to chains. These discounts are sometimes based upon specified quantity purchases or definite quotas of increases in purchases or to reimburse the chains for newspaper advertising expenditures on the manufacturers' products. In other cases, however, they are given primarily because of buying power in which case they may masquerade as brokerage fees or advertising allowances;

"2. The extensive use by the chains of large proportions of leader and loss leader merchandise sold at prices which are below the average cost of doing business plus the cost of the merchandise and which are sometimes below the latter;

"3. More extensive short and less extensive over-weighting by chains in some localities than by

independent stores on commodities sold by weight.

"Among the second class, those factors which would be amenable only to extraordinary measures, may be mentioned:

"a. The less service given to customers by chain stores as compared with independents on the average.

"b. The indicated lower wages paid by the chains in some localities at the time of the inquiry.

"c. Elimination by the chains of most of the wholesale selling expense commonly involved in the wholesaler-retailer system of distribution.

"d. The wider profit margins of chain-store purchased and especially manufactured private-brand merchandise as compared with standard brands, which advantage may at times contribute to the ability of the chains to reduce prices through loss leaders or otherwise particularly on standard brand goods, private brands being seldom used as leaders.

Profits from Wholesale Operations

"e. Profits from wholesaling operations in the case of a number of both the larger and smaller chains which have engaged in this kind of business, which profits may likewise contribute to the lower prices on merchandise sold through retail stores.

"f. In addition, chains in many lines possess an important advantage through their ability to use newspaper advertising where the independent retailer cannot afford to do so. Moreover, the newspaper advertising of the chains tends to be much more effective than that of the independents owing to the multiple outlets of the chains in those cases where the chain has more than one store in the area which is covered by the newspaper advertising.

"g. A final and very important

advantage of the chain consists in its ability to average the profit results obtained from its stores in various localities, the low prices obtained in one or more areas being offset by the higher prices obtained in one or more other points. This ability of the chain to average its prices and profits may contribute materially to its ability to use leaders and loss leaders effectively."

Chains Got 20 Per Cent of Retail Dollar

The report shows that nearly 20 per cent of each dollar spent in retail stores by the consumer went to chain stores. More than half of the chains reporting to the Commission operated from two to five stores each, although this group operated less than 5 per cent of all the chain stores. Chains with 1,000 stores or more comprise less than 10 per cent of the total number of chains, but account for about one-half of the total number of chain stores, and about 40 per cent of the total volume of chain-store sales.

Three groups, the Great Atlantic & Pacific Tea Company, Kroger Grocery & Baking Company, and the Safeway Stores, Inc., in 1930 operated nearly 25,000 retail stores.

As to the legal status of existing chain-store systems, the report says that there have been no court decisions on the extent to which chain stores are engaged in interstate commerce and that each chain system must be separately considered in its relation to this or any other legal question involving its amenability to existing law. However, the report says that on the principles established by the Supreme Court in other cases, "there is good reason to believe that Federal jurisdiction would be upheld as to many phases of chain-store operation," but adds that special litigation would be necessary to determine the exact scope of such Federal jurisdiction.

Responding to that part of the Senate resolution which directed the Commission to advise the Senate as to the extent to which the chain-store movement has tended to create a monopoly or concentration of control in the distribution

of any commodity, the Commission says that the competition which the chain stores in the grocery trade furnish to each other, supplemented by that of independent stores, "would seem to negative monopoly by any individual chain," and that the same is true as to the larger chains in the drug group. On this phase the Commission says:

"It is possible that a monopolistic condition might be established in a given section of the country and not for the country as a whole. However one may view the economic question of monopoly, it is futile to treat the legal question of monopoly as one that is determinable from size or the proportion of business controlled.

"Under the principles announced by the Supreme Court, a concern may do all the business in its field of operation and have no competition without infringing Section 2 of the Sherman law which makes it a penal offense to monopolize, attempt to monopolize or combine or conspire with others to monopolize 'any part' of interstate and foreign commerce.

"The broad prohibition of the Sherman law against monopoly has been narrowed by interpretation of the courts to mean that only actual, as distinguished from potential monopoly, is unlawful, and that the mere possession of monopolistic power in the absence of overt acts indicating an illegal use thereof is not a violation of this statute."

Commission Cites Supreme Court Decisions

Citing decisions by the Supreme Court in the International Harvester Company and the United States Steel Corporation cases, the Commission says:

"Under the principles of these decisions, if there should develop one gigantic all-inclusive chain-store system for each line of distribution, its status as an unlawful monopoly could be attacked only to the extent it had violated the law as a means of attaining monopoly, and exercised its monopolistic power contrary to law. The situation may call for reconsidera-

tion by Congress of the public policy involved in the monopoly section of the Sherman law * * *.

"There seems even less basis for considering co-operative chain-store systems as monopolies or combinations in restraint of trade under the Sherman law."

Reporting on competitive practices and trade policies of chain stores, particularly as to unfair methods of competition, agreements, conspiracies or combinations in restraint of trade, the report says that "it may be said that as far as agreements, conspiracies, or combinations in restraint of trade among chain stores themselves are concerned, the inquiry has failed to disclose any such practices. On the contrary, chain companies within the various commodity groups actively compete with other chains in the same group." However, the Commission said, the investigation had shown a number of competitive practices and trade policies meriting presentation as being possibly "unfair methods of

competition in commerce." The report adds that the records of the Commission show twenty-seven private complaints filed alleging unfair practices by chain stores in the sale of merchandise, of which twenty-three were in the category of misbranding of goods and false and misleading advertising. Three involved charges of selling below costs to the injury of competitors, and one charged conspiracy to maintain prices, operation of a lottery and price discrimination. Such charges have been investigated from time to time, the Commission proceeding in its usual manner for the prevention of such practices.

In connection with its chain-store report, the Commission will make public in a few days its conclusions and recommendations for legislation, together with a discussion of legal remedies available under existing Federal statutes. It will also include proposals for new legislation which have been considered but which have not been definitely recommended.

All of Chase Brass to F & S & R

The Chase Brass & Copper Co., Waterbury, Conn., has appointed Fuller & Smith & Ross, Inc., to handle the advertising of its brass and copper building products division. With this appointment, Fuller & Smith & Ross is now servicing all divisions of the Chase company, including the specialty sales division and the lighting fixture and lamp division.

Represents "Herald Tribune" in the West

The New York *Herald Tribune* has appointed as its Western advertising representative Guy S. Osborn, Scolaro & Meeker, Inc., with offices in Detroit, Chicago and St. Louis.

Death of D. J. Mahler

D. J. Mahler, head of the D. J. Mahler Company, special apparatus and toilet requisites, East Providence, R. I., died at that city on December 13. He was one of the first manufacturers to specialize in the sale of toilet requisites by mail.

Remington Appointed

The Forging & Casting Corporation, Ferndale, Mich., has placed its advertising account with Wm. B. Remington, Inc., Springfield, Mass., agency. Business papers will be used.

Sorensen Heads New Comer Office

The Russell C. Comer Advertising Company, Kansas City, Mo., has established a Chicago office under the direction of R. A. Sorensen, who has been appointed vice-president and general manager of the new branch. Offices are at 540 North Michigan Avenue. Mr. Sorensen was with C. Wendel Muench & Company, Chicago agency, for a number of years.

Axelson with Salt Lake City "Tribune"

Thomas Axelson, formerly of Stevens and Wallis, Inc., Salt Lake City, Utah, advertising agency, and more recently editor of *The Westerner*, has joined the advertising department of the Salt Lake City *Tribune*.

Ward Appoints Maxon

The advertising account of the factory export division of Montgomery Ward & Company has been placed with Maxon, Inc. Mediums in foreign countries and export trade journals will be used.

Thompson-Koch Has Z. B. T.

The Thompson-Koch Company, Cincinnati, will take over the advertising of Z. B. T. baby products, which were recently purchased from the Crystal Corporation by the Centaur Corporation, New York.

I See Where . . .

RALEIGH DAWSON, for four years editor of "Domestic Commerce," lays down his editorial pen to initiate "some studies on advertising" in marketing research and service division of Bureau of Foreign and Domestic Commerce. . . . Twenty-two ladies of Scarsdale (N. Y.) rate Terhune dog dramas best of programs from WEAF, WJZ, WABC and WOR, Scarsdale being a doggie place any way you look at it. . . . Preliminary report of Statistics of Income for 1933 is issued by Commissioner of Internal Revenue showing individual returns for 1933 by net income classes, sources of income and deductions and corporation returns by major industrial groups. . . .

Tool and implement manufacturing industry would force products made in part abroad to be marked "partly foreign made," declaring it to be unfair practice to advertise such articles otherwise. . . . Budget for trade and typesetting industry, national only, \$19,550, for year ending March 31, 1935. . . . Colonel Leonard P. Ayres of Cleveland Trust would abolish NIRA and revise Securities Act. . . . Chamber of Commerce of U. S. will sponsor "Foreign Trade Week" May 19-25, 1935. . . . Domestic Distribution Department of same organization revises its report on "Discriminatory Legislation Affecting Retailers." . . . NRA Division Administrator Riely denies that proposal to use Department of Agriculture quality standards on U. S. canned products is intended either to prevent the use of brand names and trade-marks or to decrease advertising. . . .

Sanitary napkin and cleansing tissue industry proposes amendment on advertising allowances allowing members to pay such at the local rate providing they keep accurate cost record and proof of actual advertising. . . . Canadian broadcast advertisers worried because of sale of plug spots before and after major broadcasts. . . . National advertisers upset over revival of New York State marking act. . . . Interesting and pertinent facts concerning advertising allowances, quantity sale allowances, distribution allowances, trade discounts, profits, etc., of Canadian chains as reported before Royal Commission on Price Spreads and Mass Buying in November 30 issue *Canadian Grocer* with chartered accountant stating "during one interview an official explained this variation (in allowances) by stating that 'the biggest chiseler gets the biggest allowance.'" . . .

NIRB issues regulations mandatory on all code authorities for handling money collected for code administration. . . . Harry C. Carr appointed acting division administrator of Distributing Trades Division of NRA to succeed R. L. Huston resigned. . . . Lumber code authority submits to NIRB proposal for financing a program for trade promotion purpose. . . . Congressman Emanuel Celler, Democrat, New York, opposes ownership and operation of radio broadcasting stations by newspapers. . . .

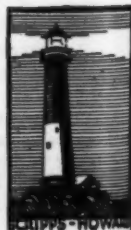
Total auto tire output for 1934 will be, according to Standard Statistics Company, same as 44,400,000 casings shipped in 1933. . . . Life insurance assets advanced about \$904,000,000 during 1934. . . . President Roosevelt tells Farm Bureau farm income running about one billion dollars above last year. . . . Estimates of daily average sales of variety stores show in-

Let's Survey

There have been a number of newspaper reading surveys made in Pittsburgh during the past seven years. ¶ They have been made in several different ways, among varied groups of people, and by such organizations as R. O. Eastman Co., Houser Associates, Main & Co., R. L. Polk & Co., and Ross Federal Service. ¶ Any one of these surveys provides an accurate picture of newspaper reading habits of Metropolitan Pittsburgh families. ¶ For example, the Eastman Survey, the first of the series, showed The Press with a coverage of 64% of the newspaper reading families. ¶ But the most interesting thing is that an average of these comprehensive reports also indicates a 64% coverage of Metropolitan Pittsburgh families by The Press. ¶ Any information you desire regarding any one or all of these investigations will be gladly furnished.

FIRST IN PITTSBURGH - FIN

MEMBER OF THE UNITED
PRESS...AUDIT BUREAU
OF CIRCULATIONS
METROPOLITAN SUNDAY
NEWSPAPERS and of
MEDIA RECORDS, INC.



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H-FIN IN THE WORLD

Authority, Media Records

The Pittsburgh Press

A SCRIPPS-HOWARD NEWSPAPER

**NATIONAL ADVERTISING DEPT. OF SCRIPPS-HOWARD
NEWSPAPERS . . . 230 PARK AVENUE, NEW YORK CITY**

**CHICAGO . SAN FRANCISCO . LOS ANGELES . DALLAS
DETROIT . PHILADELPHIA . ATLANTA**

crease of 2½ per cent from October to November or more than estimated seasonal change, according to Department of Commerce. . . Standard Statistics Company declares Christmas retail trade best since 1930. . .

Dun and Bradstreet forecast business gains as high as 30 per cent for 1935. . . *Business Week* index of general trade activity crosses 60 per cent of normal line. . . National Association of Purchasing Agents points out business spotty, but definitely better. . . Meanwhile, watch out for usual first-of-year optimistic boloney always appearing. . . Federal Trade Commission approves thirty specific unfair trade practice rules in wholesale drug industry which has no NRA code. . . National Council of Women announce "campaign of consumer education and a drive to improve standards of radio entertainment." . .

Middle of January Ohio State general sales tax begins exempting milk, bread and Sunday newspapers. . . New York *Times* December 16 article points out half of States now have general sales tax and movement spreading. 1934 saw Mississippi, Kentucky, Iowa, New Mexico, Virginia, and West Virginia added to list. Three cities, New York, St. Louis and Kansas City, have sales tax. . . New York *Times* also reports several members of a business group in close contact with Washington yesterday (December 15) felt "that national manufacturers' sales tax has an excellent chance for passing." . . D. M. Nelson, vice-president, Sears, Roebuck & Company, appointed code administration director by NIRB . . . Farm Credit Administration reports farmers in Oregon bought co-operatively \$2,008,619 worth of farm supplies in 1933.

G. M. S.

New Business Appoints Detroit Agency

The Charles E. Morley Company, Detroit agency, will direct the advertising of the newly organized American Tire Guard Company. Among those interested in the new enterprise are: H. H. Rice, formerly president of the Cadillac Motor Car Company, and George M. Slocum, publisher of *Automotive Daily News*. Karl R. Davies, formerly with Foster & Davies, Cleveland agency, has joined the advertising department of the new company.

Bourne Returns to Agency Work

Humphrey M. Bourne, who has been advertising manager of the Hoffman Beverage Company, Newark, N. J., has joined the F. Wallis Armstrong Company, Philadelphia agency. He was formerly with Erwin, Wasey & Company and, for four years, was advertising manager of the H. J. Heinz Company.

Has Gold Medal Books

Gold Medal Books, a new mail-order advertiser, has appointed Donahue & Coe, Inc., New York, as advertising and merchandising counsel. Full-page space is being used in magazines and newspapers.

J. M. C. Pease Joins Gardner-Greist Agency

J. M. C. Pease has joined the staff of the Gardner-Greist Company, Chicago agency, where he will service accounts on copy and sales promotion. Most recently he was promotion manager of the Chicago *American* and before that was with the McJunkin Advertising Company and the Hurley Machine Company.

Elected by Caterpillar Tractor

C. Parker Holt has been named executive vice-president of the Caterpillar Tractor Company, Peoria, Ill. Thomas J. Conner has been made vice-president in charge of manufacturing and has been elected a director of the company to fill the vacancy caused by the recent death of Pliny E. Holt.

J. G. Ludlum Dies

James G. Ludlum, manager of the Holmes & Edwards Division of the International Silver Company, died December 12 at Bridgeport, Conn. He had been with Holmes & Edwards since 1896 and was a director of the International company since 1918. Mr. Ludlum was a founder of the Bridgeport Chamber of Commerce.

Sales Managers for Cities

Some Intriguing Thoughts on How Municipalities May Better Sell Their Public

By Mark A. Smith

IT is refreshing in these days of passing the dollar around and trying to squeeze off a few cents before it leaves your hands to have an unemployed salesman tell that he does not ask for a job; but if you want to reach a new market for your standard products, he thinks he knows how it can be done, provided you will make slight changes in your regular sales procedure. He has a sound idea and you end up by hiring him at more than you would ordinarily pay a new salesman.

This is what actually happened recently in the executive offices of a progressive organization, and it serves to illustrate that no matter how efficiently we operate we may be overlooking the possibility of creating and selling a new market. Discovering a new class of prospects has helped to put away firms in black ink.

Our modern advertising agencies are alert and aggressive, but apparently there is a field they haven't worked much and it holds the promise of new business. Ask yourself this simple question and your own answer will surprise you: "Should cities of over 40,000 population have sales and advertising counsel?" Nearly everyone will say "Yes" but a few will reply "Perhaps, but in what way?"

The average man knows in a vague sort of way that cities have been promoted nationally for many years and that service clubs are rather active in local affairs but when we dig into the subject we find that only the surface has been scratched and everybody is overlooking the biggest job, that of "selling the city" to its own taxpayers. This is not an indictment of the Chamber of Commerce and other service clubs interested in promoting their cities. Their aims are worthy and they do splendid

voluntary work but it is limited in scope and inclined to be spasmodic.

The city itself should plan, finance and execute all campaigns to sell the citizens on the idea that a business center should be shifted, that a raise in the tax rate is necessary, or in special cases, that the cost of neighborhood improvements be assessed against all taxpayers. These are a few examples of city problems that must be solved to the public's satisfaction if the community is to maintain its progressive life. A trained sales manager should be able to sell the citizens on such propositions; but a voluntary group could not do so as they generally split up when this or that phase of the project aids or interferes with the personal interests or business plans of individual members.

The Salesmanship of President Roosevelt

The most accomplished salesman holding public office today is Franklin D. Roosevelt. When he is confronted by a balky Congress or an indifferent public, his sales machinery goes to work and his point of view is sold to the nation via radio, news releases, speeches by officials and messages to Congress. His office gives him the power to attract and hold his audiences and, of course, the times are propitious for his success. His methods, varied to suit local conditions, will be successful on a corresponding scale—but only when directed by professional sales talent.

Local politicians show a fair sense of salesmanship in an election campaign but it is usually of the circus type, à la Dexter Fellows. Only a few have the qualifications to carefully plan and properly carry out the needed promotion of their city on a local as well as a

national basis. Their methods are expensive and they function so slowly that many times the patient dies before these amateur doctors can operate. If the city had a competent sales executive in charge of all publicity, sales and advertising, it should be possible to bring order out of chaos and economy and dispatch would take the places of high costs and procrastination.

To reason this out from a point of view that we all understand let us imagine we are going to erect a mammoth apartment building, housing 1,000 families. After giving the project wide publicity, an intensive sales campaign would be started to secure our tenants while the building was being constructed. When our apartments are filled we are ready to start the most important part of all our sales work, that of keeping the high per cent of occupancy required for continuous financial success.

This constant and highly intelligent sales work would also be needed in connection with a huge

manufacturing building, accommodating 1,000 business concerns and we can readily see that being the landlord for such enormous properties calls for keen sales ability.

A city of 50,000 people is the equivalent of ten times the capacity of both these imaginary buildings and in many ways the selling problem is the same. Unfortunately we seldom find an experienced sales executive holding public office and to make the situation worse, the job corresponding to our landlord is held collectively by several officials instead of centering the authority in one department. These men generally overlook the fact that a city is not a monopoly in the true sense of the word and therefore being competitive it must continuously sell its advantages to the world at large and also put over its special programs and regular service with the local taxpayers and business firms. Success or failure in promoting the city is always reflected in a genuine way in the condition of its treasury.



GOOD MEASURE

A Short Short Story

Second in December lineage among general monthly magazines, Esquire continues month after month to deliver a large bonus circulation in excess of its 150,000 average net paid guarantee.

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The advertising agencies have not realized that the broader and more active field in "selling the city" is the local side. It is practically virgin territory and by taking a very common type of city improvement we can illustrate where sales experience is conspicuous by its absence.

Many of our older cities have rather narrow streets and for one cause or another the business center shows a tendency to shift. The property in such a section of the city always has the highest assessed value and when tax reduction appeals are filed from the main business center, it is a warning that the city's best ratables are losing value and unless something is done at once to stimulate the maintenance of property values there will be a decided drop in the city's future income.

The city management, filling the role of landlord, realizes that good paying tenants must be kept and calls on the planning engineer to suggest what civic improvement

will rejuvenate the district. If traffic congestion delays travel and there is a shortage of parking space for shoppers then the streets may be widened or the trolley cars removed and buses substituted. The cost of the project may be put into the general taxes or assessed against the benefited property alone but in either case angry taxpayers may delay or defeat the project because they have not been definitely sold on the idea that the plan is necessary and that the adjustments are equitable for all concerned.

Picking the plan is rather simple compared to securing the wholehearted support of the citizens and there is no doubt that real sales talent is needed to promote the proposition at the time when the improvements would be most beneficial to the community. It is the old, old story of needing a square peg for a square hole.

Many internal city problems are constantly coming up that require thoughtful sales effort in their so-

lit

ZIFOR MEN

sines,
bonus
antee.

Largest Greatest Area!

LARGEST AUDIENCE

More Than All
The Rest Combined

WDAF (owned and operated by The Kansas City Star) presents here the percentage results of a listening habit survey made the week of October 7 to October 13, broken down into hours of the broadcast day and certified by Ross-Federal Service, Inc. (Complete survey in detail available through any WDAF representative.)

	WDAF	2nd Station	3rd Station	4th Station
7-8 A. M.	49.7%	23.8%	16.0%	8.8%
8-9 A. M.	51.1%	23.7%	14.0%	6.5%
9-10 A. M.	50.5%	21.6%	19.1%	5.4%
10-11 A. M.	48.1%	26.2%	17.5%	6.8%
11-12 Noon	50.9%	26.4%	14.8%	7.9%
12-1 P. M.	50.2%	26.6%	16.9%	4.8%
1-2 P. M.	55.9%	23.9%	13.6%	4.7%
2-3 P. M.	63.8%	23.8%	7.1%	1.9%
3-4 P. M.	59.5%	22.8%	13.5%	3.3%
4-5 P. M.	48.8%	34.6%	10.9%	3.8%
5-6 P. M.	54.0%	34.0%	7.0%	2.8%
6-7 P. M.	61.4%	27.1%	6.7%	1.9%
7-8 P. M.	61.0%	25.0%	9.3%	3.0%
8-9 P. M.	55.9%	32.4%	8.9%	.9%
9-10 P. M.	65.9%	27.6%	3.8%	1.1%
10-10:30 P. M.	59.4%	33.4%	5.2%	1.0%
ALL HOURS	55.3%	26.9%	9.7%	5.7%

W D A
Owned and operated by
THE KANSAS CITY STAR

es Audience! a! Lowest Rates!

CE GREATEST AREA

WDAF has the greatest *primary coverage* area of all Kansas City broadcasting stations. Here are the figures in square miles:

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WDAF PRIMARY COVERAGE (Night) . 41,505 Sq. Miles
Second station (Night) 12,126 Sq. Miles
WDAF PRIMARY COVERAGE (Day) . . 41,505 Sq. Miles
Second station (Day) 26,169 Sq. Miles

IN OTHER WORDS:

WDAF (NIGHT)

Second station (Night)

WDAF (DAY)

Second station (Day)

4th
ation
ation
.8%
.5%
.4%
.8%
.9%
.8%
.7%
.9%
.3%
.8%
.8%
.9%
.0%
.9%
.1%
.0%
.7%

LOWEST RATES

WDAF has the *lowest rates*. Advertisers who take the trouble to make comparisons will find that program for program, period for period, schedule for schedule, WDAF's rates in dollars and cents are actually lower in many cases than those of its nearest competitor, without reference or allowance for WDAF's vastly superior coverage. When coverage and listener preference are taken into account, WDAF's rates are, in all cases, away and by far the lowest of all Kansas City stations.

Advertisers in The Kansas City Star receive a special discount. "Any WDAF advertiser who spends an equal amount of money in the same calendar month in the Daily, Sunday or Weekly Star for display advertising is entitled to a 25% discount from the regular broadcasting rates."

DA F

Owned by

NSITY STAR

lution. Every town must keep putting in improvements to insure a normal, progressive growth and to safeguard their future financial position. This kicking around of city problems that are crying for immediate action is nothing more or less than killing the goose that lays the golden egg. When qualified agencies sign up to represent the cities there will be an end to this hodge-podge system. A talk with city planning engineers will indicate the best way to approach the city officials and co-operation with all classes of municipal government specialists is essential if the agencies are to be successful in this particular and specialized kind of work.

In commercial sales the agencies know the whims of the public and in "city sales" this same fickle public is waiting to have its opinion moulded to the requirements of this day and age. Just as the manufacturer goes after jobbers in

distant cities, so too this new type of sales manager will develop and attract new or diversified types of business to his city. The politicians will take the credit but he will be the guiding spirit behind the increases in bank clearances, the additions to private payrolls, the creation of many public works jobs, the prompt and willing payment of taxes and all other benefits resulting from a good "city sales" job well done.

The advertising and sales agencies should go after this new class of prospects with the confidence that they can quickly assimilate the pertinent facts of any case and make a presentation that will result in a good average of new accounts. It is a step in a somewhat new field as was the putting on of independent auto shows or the venture into radio; but these are the days of efficient salesmanship. If we stay standardized we'll have to buy more red ink.



Government Seeks Taxes on Transcription Costs

The Federal Internal Revenue Service is trying to tax advertising agents and advertisers on the fees spent on artists, orchestras and all the component talent that goes into the making of electrical transcriptions. The tax would be collected under the Federal Excise Laws of 1932 and 1934. Representatives are visiting agencies and asking to examine their bookkeeping records. The attempt is to collect the tax, which amounts to 5 per cent, back to 1932.

* * *

Clement to Leave McGraw-Hill

M. Clement has resigned from the McGraw-Hill Publishing Company, New York, effective December 31. He was the founder of *Electronics* and, for thirteen years, has been associated with *Electrical Merchandising* and *Radio Retailing* in executive capacities.

* * *

Heller Appointed

The Heller Advertising Service, Newark, N. J., has been appointed to direct the advertising account of the Chipman Chemical Company, Bound Brook, N. J., insecticides. Agricultural papers will be used.

* * *

Engel with "Business Week"

Louis Engel, until recently managing editor of *Advertising & Selling*, has joined the editorial staff of *Business Week*, New York.

Canada Plans Campaign in United States

The Canadian Travel Bureau, which was established last summer, will undertake a campaign of newspaper and magazine advertising in the United States to attract tourists in 1935, according to D. L. Dolan, director of the Bureau. A start in the campaign will be made during the winter season in the South, with the full volume to be attained beginning in April and running through the summer.

* * *

G-M Car Sales for November

November sales of General Motors cars to consumers in the United States totaled 62,752, compared with 35,417 in November a year ago. Sales in October this year were 69,090. Sales for the first eleven months of 1934 totaled 885,963 as compared with 743,827 in the corresponding eleven months of 1933.

* * *

With Washington "Herald"

Richard P. G. Borwick, formerly of the New York *Times* and promotion manager of the Quality Group magazines, has been appointed promotion manager of the Washington, D. C., *Herald*.

* * *

Has Genco Account

The Geneva Forge Company, Geneva, N. Y., Genco razors and cutlery, has appointed Moser & Cotins, Inc., New York and Utica agency, to handle its account.

Radio as Mary Sees It

Less Emphasis on Commercials, No Opposition of Like Programs and Continued Clean Shows Vital Need

As Told to Leonard Lewis

By Mary Pickford

FOR twelve years I have followed the progress of radio with a deep interest because it seemed to have been born in much the same manner as was the motion picture. Broadcasting, as did the motion picture, lost its novelty and we have reached the point where many of us are wondering just where radio is headed.

Today it has reached a definite crisis. It must either slip backward or progress; it cannot rest on its laurels.

My observations are those of a listener, although only recently I became a full-fledged microphone performer, but, inasmuch as I am a newcomer in this newest of professions, I much prefer to put down my observations as a listener who has spent most of her life in the show world.

I read with great interest a recent article by Eddie Cantor in *PRINTERS' INK* (October 25). I heartily agree with him that radio does need showmen more than anything else. It occurs to me that possibly many radio shows of today have been constructed by salesmen rather than showmen, and now that the novelty of "tuning in" has worn off, I wonder if any production on the air can really succeed without the highest type of showmanship.

Audiences are fickle and exacting. Their feelings are easily hurt, and like children, once they have been offended, it is not easy to bring them back into the sponsor's good graces.

The great majority of the so-called stars of today have had a background of the theater and they have acquired a sympathetic understanding of their listeners, and by

their experience know how to win and hold their interest. Now, if only the same type of showman could handle the advertising part of the program, I am sure we would all notice a definite improvement.

It is easy to understand why the commercial announcements have been the thorn in the flesh of broadcaster as well as listener. The sponsor who makes the program possible is apt to

feel that he must hear his product machine-gunned to the listener or his dollar has not been well spent. The sponsor's agency may wish to limit these commercials or to handle them in a more casual way, but being in the employ of the sponsor he can only argue to a certain point.

Shout at your child and tell him that he has to do a certain thing and you win his permanent disfavor. Coax him, intrigue him, interest him and he will acquiesce. The same holds true in the handling of commercial announcements. An open barrage to the radio audience on the merits of the product only disgusts him. Intrigue him, interest him by a deft suggestion, lure him on and your sales chart will show the benefit, I am sure.

It is unfortunate that so many weaknesses of the human physical



Mary Pickford

structure make it necessary for the listener to be constantly reminded of certain quite personal frailties. This, I feel, should be reserved for the printed word, and should form no part of a radio show. As a matter of fact, I really believe that a mere mention of the sponsor's name and the product he manufactures is sufficient. Other advertising media can better handle the other phases of advertising.

I wish that it might be possible for the big chain broadcasting companies to completely co-operate in the arranging of their programs. Then we would not be given an over-dose of any particular form of entertainment. At times there is a preponderance of symphonic music and at other times we hear nothing but the popular dance tunes. One hour I recently listened to was taken up by two brilliant gentlemen who occupied most of their time on the air in speech. I must confess that, admire these gentlemen as I do, it did become a bit boring. If the powers that be could only have divorced these two half-hour spots, each program would have been a great deal more effective.

The Danger of Over-Emphasizing Commercials

Not long ago I received a letter from a young lady who wanted to emphasize certain points she wished to make by underlining every other word. By the time I had finished reading her letter, her message had lost all of its punch. So it is with emphasized commercials. In the long run they may fall short of their objective—the good-will of the consumer. No sponsor wants to antagonize his patron, but in his over-anxiety to sell his product (and broadcasts do cost money) he is likely to overstate and with mellifluous praise over-emphasize the merits of his product.

However, in all fairness I must confess that there is a trend today to better performances on the air and more intelligent handling of the necessary commercial announcements but we still have a long way to go. There are many lovely radio programs today, and in many in-

stances the commercial announcements have been handled in a delightful and, I believe, effective manner.

I have in mind the program sponsored by the Ford Motor Company. I listened to a most interesting account of some of the humanitarian deeds which Mr. Ford has tried to accomplish through his company, and while the product was not mentioned once in this particular announcement, it made a vivid impression upon me. There are other programs which have been skilfully put together but I am afraid that the great majority of them could stand much improvement.

The Public Is the Real Czar of Radio

At the moment I am very happy in my work before the microphone and have been quite impressed with the particular care with which these broadcasts are prepared and rehearsed. That mysterious little box of metal before me symbolizes the sovereign public which, after all, is the real czar of the radio industry.

In my present Royal Gelatine show, we costume the cast. It helps us to get into the spirit of the particular play we are presenting, and even though the radio listeners cannot see us, I feel that they can sense that we are none other than just the characters we are interpreting.

Perhaps I am a bit of a purist, but I do hope that the time will never come when we may be subjected to any relaxation in the strict decency code upon which radio has been built and yet some people feel that there is a tendency to a breakdown. If it should become as broad and daring as some of the plays we see or the books we read, I fear that it will topple with a terrific crash. I base this opinion on my belief that the average American has good taste and is naturally clean-minded.

My plea is to avoid killing the goose that laid the golden egg; rather let us build up the finest sort of entertainment on a substantial and wholesome basis, for only such things that are founded on such a basis, can endure.

Puff Sheet Racketeers

How They Use Human Vanity and Gullibility to Build Parasite Publications

THE L. W. RAMSEY COMPANY
DAVENPORT, IOWA

Editor of PRINTERS' INK:

A number of our clients have mentioned a situation which I think would bear investigating either by your own publication or the Better Business Bureau. The two enclosed letters will give you the story.

These publications write to business men sending an article which they would like to use. As these publications are not listed in the Standard Rate and Data book and have no rating, it is difficult to tell just what the picture is. If only one manufacturer had received these it would not have seemed so strange, but when others in this territory receive the same letters, one is led to believe there is a catch to the proposition somewhere.

The other day one of my clients informed me that he received a long-distance call from New York on which the charges were to be reversed and a man representing himself as an editor proceeded to read a long article which he wished to run in his publication. Evidently it is another one in addition to those enclosed. Whatever this racket is I would like to know for it hardly seems plausible that it could be a legitimate business proposition.

L. W. RAMSEY,
President.

THE puff sheets we have always with us—in spite of the Post Office Department, the National Better Business Bureau, *et al.*

The operation of the puff sheet is simple, almost ridiculously so. A manufacturer receives a long-distance telephone call. The charge is reversed, of course. That is one of the charming touches characteristic of this slightly obscene racket.

The manufacturer answers the telephone and hears a smooth voice belonging to a young man who was chosen not for his charm of ap-

pearance, but for his fortunate possession of one of those suave, convincing voices that sell well over the telephone.

Says the voice, "I am Mr. Jones, editor of the *International Review of Puffery*."

The name, obviously, is not the real one chosen by Mr. Jones. When it comes to naming their magazines, the puff sheet racketeers always choose imposing titles. In fact, on numerous occasions they have picked titles of once highly reputable magazines that have gone out of business and whose names are revived for the ignoble cause of puffery.

"Our magazine," continues Mr. Jones, "has prepared an article about your company. We have made a thorough investigation of what your company is doing and believe that it is so outstanding that it merits praise in our magazine which is sold on the newsstands and has a wide circulation among prominent business men."

There are several slight inaccuracies in Mr. Jones' statement. In the first place, the company has not made a thorough investigation but has re-written some business-paper article or newspaper release. In the second place, it hasn't the slightest belief that the manufacturer is a public benefactor nor does it care. Frequently the puffery racketeers write up the most shady and disreputable businesses. Finally, the magazine has no wide circulation, is not sold on newsstands and will not be published until a sufficient number of suckers have bitten.

At this point the system varies. As a rule Jones reads a copy of the article that has been written. Always he will read parts of it. Then comes the real reason for the call.

Jones, in his capacity as editor of this great magazine, points out that undoubtedly the manufacturer

would like a few reprints, which will be furnished at a reasonable price. Generally this is 35 cents per copy, or \$15 for the first 500 reprints and \$10 for each additional 500. Some puff sheets boldly set the minimum number of reprints to be furnished at 500. Others more subtly put the minimum at thirty, knowing that if a manufacturer is fool enough to buy thirty, he will buy ten or twenty times that number.

If the manufacturer does not order any reprints, of course the article will not appear. If he does order reprints, the pseudo-editor invariably attempts to have him double his order. And these pseudo-editors are pretty slick salesmen.

Sometimes the telephone approach is not used. In its place the manufacturer receives a letter full of praise of his methods. This type of solicitation is more difficult to check. However, as a rule the hoofs of the racketeer show themselves in the tone of the letter.

Here let us quote from a bulletin of the Better Business Bureau of New York City, Inc.:

"The 'Puff Sheet' caters to the vanity of men. Its revenue is derived from the sale of the magazine in wholesale quantities to the subjects of its complimentary articles. It is no respecter of persons. It puffs the worthy or the allegedly unworthy—at a price—as the following quotations from the columns of one such publication show:

"'Allegations reflecting upon the integrity of ——— prominent attorney, physician and public official, which have resulted in his indictment for perjury, are entirely unfair, we believe, to a man who has always given the best in him to every enterprise with which he has been connected, and whose honesty and public spiritedness have never been questioned. . . . Enjoying public confidence as he does, he is sure of a speedy and decisive vindication.'

"The 'Puff Sheet' is not a com-

THEY'RE OFF! a Kentucky



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paratively harmless and petty thing, patronized only by small publicity seekers.

"One financial house interested in a new promotion for which the widest publicity was sought contributed a \$10,000 check for which it received 30,000 copies of a worthless publication. On the strength of this check, which was photostated and exhibited to other prospective customers, a contract involving some \$1,750 was negotiated with a business house in New York City. This firm, before the deal was consummated, got in touch with the Better Business Bureau and as the result canceled the contract.

"As a lure for smaller firms, the most aggressive of the 'puff sheets' uses press releases of prominent firms and institutions when a well-known business man is the author of the article. One of them, while under investigation, published an article in which the New York Better Business Bureau was repeatedly mentioned favorably, but

this publication—which had appropriated the name of a defunct magazine, once widely known—has since suspended publication."

Every year sees the elimination of certain puff sheets. The depression has been particularly hard on this type of publication, but no longer ago than November 15, Postmaster-General James A. Farley signed an order barring the use of the mails to a magazine called "American System Publication." It was significant that in the order it was stated that this magazine was published "only when and if sufficient orders for such issues are received from concerns whose editorials are published therein."

The puff sheet racketeer is a rather despicable gentleman. His excuse for existence is the old confidence man's excuse that so long as people will fall for his racket he isn't a lot worse than the suckers themselves. If he only harmed the suckers it would not be so bad, but frequently he arouses suspicions which are transferred to repu-

tuck industry leads at a mile or more

asp at ew • Racing Horses . . . America's Finest Cigarettes . . . and Famous
merica ast Whiskies bring hundreds of millions of dollars to Kentucky to
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ngle bill always move in greater volume from consumer to merchant and
try, form back to circulation through salary and wage earners.

past • Let your advertising guide these dollars to the purchase of your
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• When morning dawns upon the Bluegrass THE
COURIER-JOURNAL is favorite at the breakfast tables.

• and the evening TIMES completes the coverage at
sundown.

The Courier-Journal • The Louisville Times

the non-coverage without competition from dawn to dusk.



12 MONTHS OF CONSECUTIVE GAINS!

Closing the February issue with a 51% gain completes for Woman's World an unbroken year of progress in advertising lineage gains compared with corresponding months of the previous year.

The February issue will be the largest in both number of pages and advertising volume that Woman's World has had for three years. Advertisers are already remarking about the quality and appearance of the January issue. February will be even better.

Woman's World has gained in circulation also, without added circulation effort, thus keeping step with the increase in retail sales in the small towns.

Woman's World is going ahead. It will pay you to tie up with its progressive new program for 1935.

WOMAN'S W



A NEW GUARANTEE 1,250,000

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Woman's World announces that the new rate based on a guarantee of 1,250,000 goes into effect with the May, 1935, issue.

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Orders for definite space through 1935 issues will be accepted at current rate card (1,100,000 guarantee) provided only that they are received by us before February 1, 1935.

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Advertisers have, therefore, the opportunity of receiving a bonus of considerably more than 150,000 circulation by promptly placing space reservation with us.

you to tie

Woman's World has a devoted following of more than a million and a quarter families who now have plenty of money to spend. And we can prove they read Woman's World from cover to cover.

'SW O R L D

table business publications. Every editor of a reputable publication at one time or another meets this suspicion and occasionally publications are deprived of information that would be of real service to their readers.

There is one salient point to remember. Don't buy reprints from

any publication that is in the business primarily to sell them. Every reputable publication will gladly furnish reprints, but this is a non-profit business. No reputable magazine deliberately presents a high-pressure solicitation for reprint business before the appearance of an article.

Cruise Action Display

A WINTER cruise window display in Boston, to get bookings for Eastern Steamship Lines, is illustrated herewith. The problem is to sell graphically one series of Florida-West Indies-South American cruises and two shorter trips to Florida and the West Indies, together with Easter sailings to Bermuda from both New York and Boston. These trips tie in with the line's regular sailings between New York and Boston via Cape Cod Canal.

The display shown makes effective use of the vertical background to portray scenes from each of the ports visited on the various cruises. These pictures are illuminated transparencies.

Below them is a large picture of the "Evangeline," on which one of the trips will be made. This view is also an illuminated transparency with lighting effects to indicate ship motion.

The floor of the display is an illuminated map of the East coast

of the United States, the North coast of South America and of the West Indies. Ports of call are connected with dotted lines which



are lighted up successively to show the course of each trip in the same rotation in which the cruises are listed on the backboard. The display is built up of wood, glass and chromium plated steel. Duplicates of the Boston display will be used in other offices of the company.

Doney Joins Meredith

Hugh Doney, until recently with the Chicago office of General Market Counsellors, has joined the advertising staff of the Meredith Publications, with headquarters at the home office in Des Moines.

Byrne with McCann-Erickson

Leslie O. Byrne, formerly sales promotion manager of the Pocahontas Oil Corporation, Cleveland, and, more recently with the Pure Oil Company, has joined the Cleveland office of McCann-Erickson, Inc.

To Represent Waukegan Paper

Effective January 1, 1935, Small, Spencer, Brewer, Inc., will represent the Waukegan, Ill., *News-Sun* in the national advertising field.

Dreyfuss Leaves Stensgaard

Arnold Dreyfuss, in charge of the New York office of W. L. Stensgaard & Associates for the last two years, has resigned.

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Pepsodent Profit Plan

New Larger Size Tube and Lower Suggested Minimum Price Open 1935 Promotion Campaign

THE Pepsodent Company, Chicago, is the latest in the drug industry to attempt to establish its products on a profitable basis for retailer and wholesaler. The trade has just been notified of a new profit plan, to be put in effect on January 2, 1935. A broadside calls this "the most important announcement in Pepsodent history."

There are three features to the plan:

1. *Guarantees profit to the retailer.*

The April 8 amendment to the Code of Fair Competition for the retail trade provides that drug sundries cannot be sold for less than the wholesale price per dozen. The Pepsodent plan is designed to guarantee every dealer a profit of from 10 per cent to 21 per cent even if competition forces him to sell at the code minimum.

2. *New list cost to the dealer.*

The list price has been lowered. The suggested minimum resale price has been lowered, yet if it is maintained, the dealer's profit is increased.

3. *A new larger tube.*

It is 10 per cent larger than the old and has been changed in order to stimulate consumer interest.

* * *

On November 15, in anticipation of this new program, jobbers were notified to reduce their Pepsodent tooth paste stock to a minimum. On December 1, the retail trade was told to clear its stock in preparation for a sensational announcement.

The trade, therefore, is now ready for the new large-size tube and jobbers are making certain that adequate stocks are held in order to take care of the demand that is expected when the consumer announcements break in January. Jobbers were recently requested to send the company their inventories of Pepsodent tooth paste, Pepsodent antiseptic and Junis facial

cream as of December 31, 1934, so that the company could arrange for proper adjustment of these stocks. Shipments of the new tubes are being made now.

The new plan, the trade is being told, is made to meet selling conditions of today. Price stabilization plans are in effect for most nationally advertised products today and the Pepsodent plan is the latest, and one of the most spectacular, attempts to stop price cutting and put a profit back in the product for the retailer.

W. R. Kerner, new sales manager for Pepsodent, declares that it assures wholesalers at least 10 per cent profit on all Pepsodent products and in quantities of less than one dozen the profit is 20 per cent, for the wholesaler. "Pepsodent's new guaranteed profit plan," he declares, "is the opening gun of a gigantic promotion campaign which will sell more Pepsodent products during 1935."

Many Plans Were Carefully Considered

The company realized, the trade is told, that with selling conditions as they are today, something had to be done to guarantee real profit to the dealers handling its products. Hundreds of plans were considered. Finally the one described here was adopted because it is believed it will guarantee the dealer a net profit, whether he buys direct from the company or from the jobber, even though competitive conditions might force him to sell at the code minimum.

For example, say the dealer wants to buy direct, an assortment of \$36 or more. The Pepsodent tooth paste costs him 25 cents a tube. Even selling it at the suggested minimum of 38 cents, the dealer makes 33 1/3 per cent profit. The same applies to Pepsodent antiseptic and Junis facial cream. To get this direct price the dealer does

not have to buy more than a \$36 assortment. But he must buy that much at least.

Dealers who buy through jobbers, purchasing fifteen, eighteen or twenty-four tubes, get the "more than a dozen" price, so that the tooth paste costs a shade less than 28 cents a tube. Selling at the suggested minimum of 38 cents, the dealer makes over 24 per cent profit.

Of course, Pepsodent legally cannot force the trade to maintain the minimum suggested prices. Its only recourse is to exercise its legal rights in selecting customers.

The new size tube will be announced to the public in magazine and radio advertising. The campaign starts right after New Year's day.

* * *

"Time" Editors in New Venture

After experimentation which has been under way since last spring, the editors of *Time* have announced a periodical series of motion newpictures to be called "The March of Time." First release is scheduled for January.

The series will be produced by The March of Time, Inc., which has offices in the R.K.O. Building, New York. President is Roy E. Larsen, general manager of Time, Inc., and the man who produces "The March of Time" radio program. Editorial chief of the film company is John S. Martin, managing editor of *Time*. Technical chief will be Louis de Rochemont, long associated with Fox Movietone.

The venture is described as "a new kind of pictorial reporting of the news. It will begin where the newsreel camera leaves off and by the use of background material, production footage and careful editing, attempt to bring to the screen complete, continuous coherent stories from the news of the day."

* * *

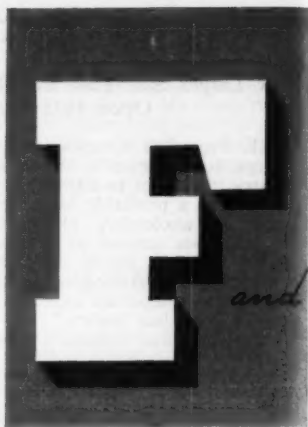
Death of J. L. Hardig

Joseph L. Hardig, vice-president and general manager of the Detroit office of the Campbell-Ewald Company, died at Detroit on December 17, after he was stricken while attending a theater. He had been with Campbell-Ewald since 1921 and, previously, had been advertising manager of the motor bearings division of the Hyatt Roller Bearing Company.

* * *

Has Candle Account

The Will and Baumer Candle Company, Inc., New York, church and fancy candles, has appointed Badger and Browning & Hersey, Inc., New York agency, to direct its advertising.



FULLER

Announcement

It is our pleasure now to be serving all divisions of the Chase Brass & Copper Co., including the following: Lighting Fixture & Lamp Division, Specialty Sales Division, Brass and Copper Building Products Division.

NEW YORK

49 West 45th Street

CLEVELAND

1501 Euclid Avenue

Advertising



S & SMITH & ROSS

CLIENTS

Aluminum Company of America	P. & F. Corbin	Nation's Business
The Aluminum Cooking Utensil Co.	Chase Brass & Copper Co.	New York University
Aluminum Seal Co.	Cleveland Fruit Juice Co.	Printers' Ink
American Can Company	Commonwealth Shoe & Leather Co.	The Standard Register Co.
Art Metal Construction Co.	Detroit Steel Products Co.	The Templin-Bradley Co.
Associated Tire Lines — The B. F. Goodrich Rubber Co.	Emery Industries, Inc.	University School
The Austin Company	Fidelity & Deposit Co. of Maryland	Westinghouse Electric & Manufacturing Co.
The Bassick Company	The Fox Furnace Co.	Westinghouse Lamp Co.
Cary Maple Sugar Co.	Hercules Motors Corp.	Westinghouse X-Ray Co., Inc.
Central United National Bank of Cleveland	Hotels Statler Co., Inc.	West Penn Power Co.
	Kensington Incorporated of New Kensington	The Wood Shovel and Tool Co.
	The Leisy Brewing Co.	The Wooster Brush Co.
	National Cannery Association	

From Highways and Hedges

How This Tool Manufacturer Profitably Utilizes Stray Requests for Catalog from Many Sources

By A. L. White

Please send me one of your catalogs. I used your tools for 25 years and they are the best I can buy. I wanted by other tools now.

(Signed) Your friend, etc.

THAT, reproduced verbatim, is one of the many letters which The Stanley Works, New Britain, Conn., receive. Each week, at a minimum rate of ten a day, sometimes reaching as many as 1,000 in a week, letters come to the company from all over the country, asking for catalogs, copies of booklets of instruction, Stanley Plans, or other information.

These inquiries are always answered promptly, the catalogs are forwarded and the questions replied to, and with each response some sales argument for Stanley tools is included. Formerly, after this was done, the letters were filed.

But it occurred to the company that it could possibly make more effective utilization of this material, resulting in a better dealer tie-in. Now each letter, as soon as it has been answered is sent on to a dealer or jobber in the vicinity of its origin. Preferably these letters are referred to a known Stanley tool dealer. But if the company is uncertain as to which hardware dealer in a locality should receive the letter, it sends the letter to either the district or the national jobber to pass on to the proper retailer. Letters sent to jobbers have printed slips attached saying:

Here Are Prospects for Some of Your Dealers

We have sent the material requested and told each to go to his hardware dealer. Won't you send each of these letters to the live dealers in your territory who will follow them up?

To each letter forwarded to a dealer is attached a personalized

printed slip telling why the letter is being sent, what the company has done about it, and how it may be to the dealer's advantage to follow it up. Letters come from all types of persons. Here may be one from a man who wishes to buy a Stanley combination plane, but before buying wants instructions on its use. The company sends the man the instructions and mails his letter to a dealer in his neighborhood, with a slip attached:

Here Is a Prospect for You

Sure, we sent the material as requested, and told him to go to his hardware dealer. Now if you invite him to come to your store, you'll get the benefit of our letter and can make him a regular customer.

Prompt attention was given to the following letter from a boy:

I am very interested in tools, so will you please send me one of your free Book No. 34.

After mailing out the book, the company sent the letter to a dealer, with a slip running:

The enclosed letter is evidently from a boy who is interested in tools:

We have sent him the material that he requested and have told him to go to his hardware dealer who would be glad to show him Stanley tools.

Make a friend of that boy and you'll have a customer for life. Do not forget that he carries a lot of weight with his family.

He is interested in everything.

Give him information and you are giving it to his family. No printing cost, no mailing charge, and they'll have to listen.

Does the plan work? One dealer, typical of many, writes:

"Thanks for the name of the prospect sent me on the 19th inst. Have seen him with results that will be to our mutual advantage."

That Co-operative Threat: An Oil Viewpoint

Because of the comparatively slow growth of the co-operative movement in the United States, its implications to business have been pretty generally overlooked. During the last few years, however, the oil industry has been forced to face a growing competition from co-operative groups. Mr. Platt has studied the movement not only from the side of the oil industry but, also, from the point of view of what it means to other businesses and how best co-operative competition can be met. He outlined his views recently in a speech before the American Petroleum Institute which was later reprinted in *National Petroleum News*.

By Warren C. Platt

Editor, *National Petroleum News*

THE co-operative oil companies, taking them by and large, are a part of a philosophy of economics that seems to be steadily spreading over the world. That philosophy is based on the elimination of all profit from business, that any excess over the cost of the goods, plus operating charges and necessary reserves with bare interest on the money originally invested, shall be returned not to the stockholders, but to the patrons of the enterprise in the proportion of their purchases.

This idea has been in successful operation with merchandise and farm supplies for more than a hundred years and today represents, the world over, quite a few billions of dollars of investment and annual business. The investment and volume of this business in this country today is most sizable and directly concerns more than 3,000,000 people.

A movement of this sort and size cannot be dismissed with a wave of the hand, nor violent condemnation of some of its representatives, nor by calling it un-American. The rapid growth in recent years of these co-operative oil companies has nettled us of the oil business. We have seen them take a quarter or a third or more of the business in some of our States. But for our own good we must step back

further from the picture and try and see all of it, try to get and feel the importance of this vast movement which has so steadily and even quietly been making headway, a movement that I doubt if many business men of any industry really understand or perceive the true proportions of.

Where this movement will go it is impossible to say. The fact that it has persisted as originally conceived for more than a hundred years augurs for its continuance in this form for years to come.

Essentially this movement is one of the mind and heart, even one of emotion. I think the essence of this co-operative movement is best summed up in the words of the general manager of one of our largest farm bureaus, given in answer to a question from the floor, at the big annual meeting of those active and interested in the co-operative movement on the campus of the University of Wisconsin at Madison this last August. Upwards of 5,000 men and women from all over the country attended those sessions.

Said this farm bureau official: "Co-operation is something that is inside of you like the Kingdom of Heaven; it isn't something you just tell folks about and then they do it. It is a growth, a character-

istic; it becomes a living vital part of the individual. Those people in foreign countries where consumers co-operate have grown up from childhood in learning and growing into the spirit of co-operation. Our farm children have not grown up that way, because we have not been training them in the way of co-operation. In Indiana we are starting young people in summer schools, where they get together and study and live co-operation.

"They should imbibe the whole soul of the movement to the point where they recognize what co-operation really means. After that kind of education goes ahead for a generation or two, maybe the population that our farmers send to the cities will some day have enough of that class of people to constitute leadership that will develop consumers' co-operation."

Literature on the Co-operative Idea

As in all reform movements that have run over a period of years, the co-operative movement does not lack for literature. You can find literally tons of it, yet, it is my impression that I have seen little of it in current magazines. I know I came to a study of this subject woefully ignorant of what it is about although I thought I knew. The Federal Farm Board at Washington, March, 1931, had a list of 6,579 books and pamphlets on co-operation in agriculture alone together with 120 periodicals and news letters. What the whole movement has produced in the way of its literature probably no one knows. But its advocates have been most prolific.

As a most important part of the literature of this movement are the current news and magazine publications that are issued by societies, farm bureaus, etc. They all do an excellent job of keeping their members informed on what is going on as well as pounding away on the fundamental philosophy. Not all of this literature is rabid and full of unfair statements. Much of it is well written, the statements fair and truthful and sound, providing

you accept the fundamental concept. Of course some of it gets down to drivel.

Much of this literature comes from official sources, particularly as regards agriculture. As we all know, our benevolent Governments sit up all night trying to figure out a way to take a dollar from the "city feller" and give it to the "poor" farmer. The Department of Agriculture at Washington and all the alphabetical societies on farm work organized there, have made generous contributions to the co-operative movement. So have also agricultural departments in the big agricultural States, and so have their State universities, like the University of Wisconsin and that of Minnesota.

This co-operative movement divides up roughly about as follows:

1—Organizations of consumers at retail who buy a pound of this and that, a yard of cloth, and other things that go into their daily lives. It is probably in this group the most fervent advocates of co-operation can be found. This is the dominant group in Europe.

2—Sales organizations of farmers and growers of all kinds, which organize the collection of the farmers' products for the market, frequently paying him on account in advance of its sale, and oftentimes taking his product direct to the ultimate consumer under a trade name. We might remove these a few paces to the rear and under the banner of the almighty dollar, instead of under that of the Kingdom of Immortals.

Farmer Supply Type of Co-operative

3—Buying organizations of farmers, set up primarily to purchase the supplies the farmer needs in his business. As his advocates say, the ordinary retail store set-up, machinery dealer, feed store, etc., forces him to buy at retail the materials and tools that he needs in his manufacturing business—that of making food; and that he is about the only manufacturer in the country who has had to deal with the retail market and pay retail prices. His purchase of gaso-

line comes under this heading. Of course, while the farmer is at it, he is buying more and more for his domestic use also. Again this army of reform seems to belong mostly under the banner of the dollar.

The official publication for the Co-operative League, the general consumers' co-operative organization, reports that for 1933 on sales of \$35,000,000 of petroleum products, patronage dividends of 15 per cent or more than \$5,000,000 were paid, representing a return of 33 per cent on the investment. Last year this authority reports there were 1,500 oil associations that distributed more than 300,000,000 gallons of gasoline and kerosene, 8,700,000 gallons of lubricating oils and 3,800 tons of grease.

What the Patronage Dividend Really Amounts To

These are pretty general figures to make any worth-while computations from but, for illustration, apply all the patronage dividends to gasoline and kerosene alone and you have less than 2 cents a gallon, or roughly what the industry is now preparing to deduct from the dealer's margin because the dealer has been busy giving it away.

It is hard to find the necessary information in the co-operative oil company statements that are issued which will permit one to figure out what is the patronage dividend per gallon. The managers are prone to talk about the total dollars paid. But a check of some companies shows that the patronage dividend will not run over 2 cents a gallon and from there down to 1.5 cents and less right now or just about what the average dealer and other type of price cutter has been giving away or what a legitimate oil company will give away on a Q. D. A. or consumer discount.

The obvious inference from this is that when the industry straightens up its price structure and puts it on a sensible basis the big growth in oil co-ops. will be over and probably a lot of those now running will drop out of business in the course of time because it is not conceivable that over any long

period and with a variety of managements they can all be run as efficiently as an oil company will run on an average where the proprietor is directly interested in extracting a profit out of every penny he takes in.

And right there is the inherent weakness, as one of us may ordinarily see it, of the no-profit system—you are spending someone else's money and what extra savings you may make may take a long time before getting back into your pocket as extra compensation. That is the inherent weakness, as we all know, in the very large companies of today in all activities. It is hard, if not even impossible, to instill into the best of employees the same keen interest for saving and efficient operation that exists naturally in the mind of the proprietor of the small business.

Practically all of these oil co-ops. have banded together with a few large organizations for wholesale buying from the refiner and from all accounts these wholesale managers have run some pretty hard bargains with refiners. One bargain reported is not only an extremely low price but a half interest in the net profits of the refinery on the co-op's. portion of the gasoline. However, that would not net much profit from the average refiner these days.

How Oil Salesmen Can Talk to Farmers

Today the oil companies should be able to bring home to the individual farmer they seek for a customer, just what these companies mean to the community and the State. These oil company salesmen should talk in terms of mouths to be fed from oil company payrolls. The mouths can be counted by towns, counties, States and territories. There probably is not a farmer to whom an oil salesman talks, some of whose product does not reach the mouths fed by an oil company payroll.

The oil salesman probably should not argue against the farmer's co-operative, but he could well ask for some of the farmer's business so

the oil company employees and families can pay for the farmer's produce. If every farmer's co-operative was successful overnight, there would be a lot of people who could not buy his products the next day.

As long as the farmer feels sore at certain big business and at his own small and allegedly insufficient income, it probably is useless trying to engage him in a high-brow academic discussion of all the fundamental economic principles involved, but a good oil salesman should be able to get some of his business by the use of local illustrations of those who are supporting the farmer, especially the particular farmer.

An Advertising Slant for Oil Companies

Oil companies have never done the job they could of personalizing and humanizing their organizations to the public. A lot of money can be easily wasted on so-called institutional advertising and yet a lot can be well spent.

Much more can be done with oil company advertising than just peddling the latest in XYZ octane rating. The human beings in the company can be brought forward. When a radical damns an oil company he can be made to realize that he is damning his neighbor right next door who is employed by the company. When he talks about "Wall Street" ownership, he can be shamed by the knowledge that "Wall Street" in his town is the little old maid school teacher who lives around the corner and has a thousand dollars invested in the stock.

There must be a million ordinary run-of-mine people in this country who are oil company stockholders and who live next door to the companies' severest critics. Yet the critics don't know it, and for that matter the stockholders may not realize that they are being thus singled out for public condemnation.

This whole subject of co-ops., is also a criticism of modern business in not making its stockholders feel that they are actual owners of the

business, in not arousing in them the pride of ownership even though the stockholder has only one share. There is nothing more co-operative—aside from the fact the dividends are not paid on a patronage basis—than the modern big corporation today with 50,000 to several hundred thousand and more stockholders. But neither the stockholders nor the non-stockholders look upon them as co-operative.

1—The co-operative movement as a whole should be respectfully considered as a spiritual, emotional movement, as well as a commercial one.

2—It is of tremendous scope. Half of England is said to be buying from it, most of Sweden, Denmark and Finland and considerable in France and Germany as well as Russia. In the United States Government figures show 10,900 co-operative associations with 3,156,000 members and doing \$1,365,000,000 of business in the current year.

3—Nearly all of the above has to do with farming, as do nearly all of the oil co-operatives of which there are 1,500 associations, doing \$35,000,000 of business and returning \$5,000,000 last year in patronage dividends.

4—Co-ops. should not be considered in the same class as price cutters, because their present existence is entirely legal, just as legal as any other corporation, the only thing being they pay their dividends in a different way.

5—Men for a hundred and more years have made use of the co-operative idea whenever they thought they were being wronged by so-called regular business interests. That is the start of the farmer's co-operatives.

6—The official farm representatives nearly all talk about the co-operative movement as intended to eliminate profit. However, common sense suggests that undoubtedly, regardless of what the farmers may profess, they are still wedded pretty much to the profit idea, especially for their own pocketbooks.

7—Co-operative oil companies have paid patronage dividends

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roughly to the extent that the industry provided uneconomically wide margins to dealers. Co-ops. have spread just about as quickly and over about the same territory as trackside stations and other price cutters have developed. These have competed for the low cut-price market.

8—The oil industry's present sane reduction in the margin to dealers, to the extent the dealers have been price cutting, should remove all chance of the farmers being paid a patronage dividend, at least much beyond a modest return on investment.

9—As the farmer is primarily interested in profit, with the waning of his patronage dividend, he should be able to see the number of mouths on the oil industry's payroll who are eating his products only because they are getting oil company money to buy them with.

10—Industry should learn a lesson from the co-op. and do a better job of making its stockholders

realize they are actually owners and making the public appreciate that business as generally owned today is but a co-operative enterprise.

11—The consumers co-operative idea, which is so strong abroad, has made relatively little headway in this country and will probably not grow much faster here because of intense retail competition. In oil, if the industry gets its price structure in line, there should not be much development of co-operatives in cities, nor any more in the country.

12—Government should be made to realize the unfairness, if not the fundamental illegality, of using money from the capitalistic profit system to foment attacks thereon, as it is doing through its agricultural department, its alphabetical departments at Washington, State agricultural departments and State universities. Let those espousing this new economic era pay for it themselves.

+ + +

"Insurance Field" Elects

Ashbrook C. Frank, for twenty-four years an official at New York of *The Insurance Field*, Louisville, Ky., has been advanced from resident vice-president to president, succeeding the late Ray W. Conde. John E. Puckette, managing editor, has been elected as executive vice-president at the home office in Louisville. William Stedler, Eastern advertising representative for many years, has been elected resident vice-president at New York. James S. Craik, assistant secretary, has been named secretary and director to fill a vacancy caused by the death of Mr. Conde.

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Lynch with Macfadden Group

John H. Lynch has joined the Chicago staff of the Macfadden Women's Group. He was formerly Western advertising manager of *The Atlantic Monthly* and, more recently, has been with *Pictorial Review*.

• • •

New Pepsodent Sales Manager

W. R. Kerner, formerly a sales executive with the Colgate-Palmolive-Peet Company, has been appointed sales manager of the Pepsodent Company, Chicago.

• • •

Appoints Lefton

Matthew N. Ryan & Sons Company, Inc., New York, cotton and rayon converter, has placed its advertising account with the Al Paul Lefton Company, Inc.

Chrysler Promotions

J. W. Frazer, L. G. Peed and C. L. Jacobson, recently appointed heads of the new regional sales set-up for Plymouth, De Soto and Chrysler motor cars, have been advanced to the rank of vice-presidency of each of the three Chrysler units. Mr. Frazer becomes vice-president in charge of Eastern sales, Mr. Peed vice-president in charge of Western sales for all three divisions.

Concurrently, D. S. Eddins, who has been vice-president and general manager of the Plymouth Motor Corporation, was elected president of that company, a post which has been vacant for several years. H. G. Mook, general sales manager of Plymouth, has been named vice-president and will continue to direct Plymouth sales nationally.

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Death of Arnold Sanchez

Arnold Sanchez, assistant business manager of the *New York Times*, died at New York last week, in his fiftieth year. He had been in ill health for the last year. Mr. Sanchez joined the *Times* in 1902 as an errand boy and rose to be one of the newspaper's most responsible executives. He organized the New York Newspaper Credit Managers Association and was its first president.

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Mills Succeeds Crawford

H. K. Mills has succeeded A. E. Crawford as circulation manager of the *Seattle Post-Intelligencer*.

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Jim's a plugger all right ...



PHOTOGRAPHIC ILLUSTRATION BY LAZARNICK

The more

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the

*PRINTERS' INWEEK

ght... but what about his

I.Q.

• Divide the number of hours you work by the number of ideas you produce. The result is your I.Q.—your *Idea Quotient*.

In times like these, both organization progress and the chance for personal promotion can be measured directly by the I.Q. To raise that I.Q., the pages of *Printers' Ink* are made a reservoir of ideas . . . of *idea provoking* material. Digest this issue with that in mind. Then tell us if you believe that . . .

*
I. the higher the **I.Q.**

' IN WEEKLY • • PRINTERS' INK MONTHLY

A. N. A. Replies to Publishers on Agency Matter

The Periodical Publishers Association (Crowell Publishing Company, International Magazine Company and the McCall Company), as was reported in last week's **PRINTERS' INK**, took issue with the conclusions as to advertising agency compensation that were set forth in the recently released study on that question made for the Association of National Advertisers. Today (Thursday) the A. N. A. released its reply to the magazine publishers. The document was addressed to Frank Braucher, president of the P. P. A., and was signed by Lee H. Bristol, Allyn B. McIntire and Stuart Peabody, trustees of the A. N. A. study. It follows in full.

DEAR MR. BRAUCHER:

Your association has caused to be sent us a statement setting forth your views on the subject of advertising agency compensation, in comment upon our recently published report on that subject. In a covering letter your association states that the "point of view expressed in (our) report is so far removed from what (you) think that it seems desirable (for you) to re-state (your) position." We want you to know that we are deeply appreciative of your interest, and wish to thank you for such a frank statement of your views.

We consider your statement to be a distinct contribution, and believe that in releasing it you have rendered a service to all those interested. It is regrettable that you should feel that there are basic differences of opinion between us, which might result in injury to your business. It was not the intent of our report to injure any one involved in the advertising process, nor do we believe that there will be such a result. We are all engaged in business for profit, and we would indeed be short-sighted if we did not recognize the desirability of profit among agencies and publishers as well as among advertisers. In this connection, there should be no difference in the viewpoint of buyer and seller.

We are pleased to find, from reading of your statement, that, in-

sofar as the two fundamental doctrines set forth in our report are concerned, we are not far apart. In fact, we seem to be in agreement. Our report includes these two doctrines:

1. The advertiser is entitled to the full and undivided loyalty of his advertising agent; and

2. The advertiser is free, in law and in morals, to deal with his agent upon such terms and conditions as may be mutually acceptable.

The first of these doctrines is expressly endorsed by you, and although a super-sensitive advertiser might seek to quarrel with the method by which you reach your conclusion, the important thing is that "there is no disagreement on the point."

The second of these doctrines might be said to be impliedly endorsed by your association, for you quote from your standards of recognition to the effect that "the agent must not be engaged in or affiliated with the business of any medium." Otherwise, your statement appears to be silent on this highly important matter.

II.

Turning now somewhat more specifically to the basic views embodied in your statement, it would appear that your reasoning runs, somewhat as follows:

1. The advertising agent is not now and never has been the agent

of the advertiser, but, presumably is your agent;

2. The advertising agent is paid a commission (or discount) by you for service to the advertiser;

3. You look only to the advertising agent for payment for your space, and in the event of a default by the agent, you do not collect from the advertiser;

4. The commission (or discount) system has operated successfully for thirty-three years, (in your case), and you view with alarm any untried and substitutionary system.

III.

May we comment upon your basic views, which we have attempted accurately to summarize, in the order in which they have been listed?

1. The advertising agent is not now and never has been the agent of the advertiser, but, presumably, is your agent.

We interpret this statement to mean that the recognized advertising agent is the agent of the three important magazine publishers who constitute the membership of the Periodical Publishers Association, and that you do not attempt to reason generally with regard to other mediums of advertising, or even with regard to other magazines who are not members of your small group. Doubtless, you are aware of the fact that recognition practices differ in each of the several mediums where discounts are allowed to advertising agencies, and we take for granted that you would not, for a moment, argue that the creation of the relationship of principal and agent between your members and your agents would likewise make them agents of your competitors. We are confident that you intended no such a conclusion, for it is not only self-denying on its face, but as you know, your standards differ in form and substance from those of other magazines and of other advertising mediums, and that many agents have been recognized by one or more mediums who were not "recognized" by others.

Elsewhere in your statement you

say that "since competent service to advertisers demands unprejudiced judgment in the choice of media, the agent *must not* be engaged in or affiliated with the business of any medium." If the agent be your representative, then he is in the anomalous position of receiving nothing from the person to whom he owes his loyalty, but is taking his compensation from a stranger, i.e., from one with whom he *must not* be affiliated. Will such reasoning bear the test of logic?

You seem to feel that recent discussions as to the legal status of the agent have been academic, and that such discussions have not given due consideration to actual practices in the business. That fault can hardly be attributed to our findings on that subject. In testing the status of the agent, we were guided in our conclusions by (1) the standards of practice promulgated by the American Association of Advertising Agencies, (2) typical contracts between members of that organization and their advertiser clients, and (3) pertinent court decisions which use unmistakable language. The very clauses of the contracts examined preclude any real or fancied service to any publisher, or group of publishers, and in such contracts, the advertising agent holds himself out as the agent of the advertiser and agrees to serve him in a manner which might ignore the wishes of the publisher entirely.

Has an Agent Ever Sued a Publisher?

We should be pleased to receive citations, either *academic* or *otherwise*, which would, in any wise, tend to discredit our findings as to the status of the agent, in law or in fact. One consideration which is surely not academic is that time and again, agents have sued advertisers for their commissions, and when the advertiser has been at fault, the agent has collected from him. Does he ever sue the publisher? If he has done so, we should appreciate being so advised.

The man who pays the agent is not always the agent's principal.

The question of who pays the agent is often immaterial. The real test of agency is: Whom has he contracted to serve, and is he serving that person faithfully, loyally and candidly?

2. The advertising agent is paid a commission (or discount) by you for service to the advertiser.

We wonder if you mean quite that. If the publisher (what publisher?) were the man who paid the agent for his services to the advertiser, then the publisher would seem to be the logical person to select the agent for the advertiser. There would thus seem to be little discretion left in the hands of the man whose money was being expended, when the agency has contracted to serve, and to serve with undivided loyalty. That raises the important question whether publishers, as a practical matter, are in a position properly to evaluate the service of the agent to his advertiser client. We believe it to be self-evident that they cannot do so. Also, if it were really true that the publisher paid the agent, the agent, in case of conflict, would sue the publisher. He appears not to do so. We all know that generally, the agent is selected by the advertiser after competitive solicitations by those seeking his custom, and that agent is chosen by the advertiser who is best qualified, in the advertiser's judgment, to serve him effectively.

On the Question of Payment for Space

3. You look only to the advertising agent for payment for your space, and in the event of a default, you do not collect from the advertiser.

This is the first official pronouncement of the sort which has ever come to our attention. Since the members of the Periodical Publishers Association intend to pursue the practice of looking only to the agent for payment, the misapprehension of manufacturers should be put at rest insofar as those publishers are concerned.

4. The commission (or discount) system has operated successfully for thirty-three years (in your

case), and you view with alarm any untried and substitutionary system.

Our report takes issue with the first part of that conclusion, and we are inclined to believe that the balance sheets of many magazines would raise the same issue. We believe that any rigid system which ignores or does not take sufficient account of the varying needs and requirements of advertisers, or the amount of service that need be performed by the agent in any specific case, is bound to break down in actual operation. Our report shows that it has broken down, and that today, there is no such thing as a standard of compensation. In many cases, advertisers and their agents have had to travel by a circuitous route to obtain the desired and necessary results. But those results have been obtained. The fact that actual contracts do exist between some of your recognized agents and their client advertisers, which are at variance with your own rigid standards of recognition shows that your reasoning cannot be carried to a logical conclusion.

Has Present System Benefited Ethics?

We doubt whether, as you state, the present system has tended to eliminate inexperienced, incapable and dishonest agencies, and that it has placed the entire business on a higher plane of ethics and practices. It has been our observation that the effect has been precisely the opposite for, despite your efforts to maintain this system, many practices have been introduced into the advertising operation which are destructive of the best interests of advertiser, agency and publisher. In this connection, it should be pointed out that it is not the desire of national advertisers to impair the earning power of advertising agents, but it is their desire to see that they are properly and fully compensated for the services which they render. We believe, however, that it is not to the interest of the publisher, agent or advertiser that advertiser A should support advertiser B. Other professions ap-

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pear to thrive without the necessity of inflexible charges. We have been unable to discover in our study of the advertising agency profession what there is in the attributes of that profession, which would tend to place it in a class apart and not subject to the rules which govern business and the flow of commerce generally.

IV.

We appreciate the spirit of candor which runs through your communication to us, although we wish your general assertions had been accompanied by specifications of detail or citations from the cases to support your conclusions. Because of the candor with which you have approached the subject, we have attempted to reply with an equal sincerity, because we believe that out of free and open discussion, there will evolve a solution which will be fair, just and equitable to all parties concerned.

In concluding, let us say that we offer no untried and substitutionary system. Our report takes cognizance of conditions as they actually exist and not as some would wish to make them appear. We foresee a greater future and a greater volume of business for advertisers, agents and publishers under a system of fair dealing such as we suggest, rather than a diminishing proportion of business placed through agencies, which, as our report shows, has been the trend during recent years.

Very truly yours,

Trustees, Agency Compensation Study,

LEE H. BRISTOL,

ALYN B. MCINTIRE,

STUART PEABODY.

♦ ♦ ♦

Appoints Craven-Hedrick

The Popper-Morson Company, Inc., Jersey City, N. J., rectifier and importer, has appointed Craven & Hedrick, New York, to direct its advertising.

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Represents "American Architect"

R. W. Janney, publishers' representative, Boston, is now representing the *American Architect* in New England.

B U Y
CHRISTMAS
SEALS



HAWLEY
ADVERTISING
COMPANY
INC.

95 Madison Ave.
New York City

Point of Sale Now Assumes New Importance

(Continued from page 10)

of the consumer. At the same time, they show that the salesperson has an opportunity for an influence amounting to one-third of the purchases. These studies would seem to indicate the wisdom of those advertisers who, without in any degree neglecting their emphasis on the customer, are also devoting a portion of their emphasis to the retail salesperson.

The study from which these figures were developed was made last summer in New Haven, Conn.; Harrisburg, Pa.; Cleveland, O.; Fort Wayne, Ind. and Des Moines, Iowa.

In each city a group of investigators called at representative retail outlets in the main shopping centers and in the neighborhood centers. They called on stores of all sizes and types. Small as well as large, independent and chain. The purpose of their study was to determine exactly what proportion of consumer purchases was made with request for a specific brand.

In these five cities, the investigators covered grocery stores, drug stores, department stores, men's furnishings stores, furniture stores, paint stores, appliance stores, gasoline stations and other distributors of automobile accessories. These men were stationed as observers in representative stores and noted whether the purchaser asked for a product by a brand name or not.

The result showed that brand specification varied from an average of 35 per cent in men's furnishings stores on major lines to an average of 85 per cent in all types of automotive supply outlets.

The observations in grocery and drug stores covered a very broad variety of articles, about forty in each line. In department stores sixty-eight different items were checked. In the men's furnishings stores the checking was limited to articles of more frequent purchase such as shoes, hosiery, garters, hats, etc. The same was true of furniture stores where such items were covered as mattresses, floor coverings, refrigerators, vacuum cleaners, floor wax, etc.

The results of these observations are shown in the table below.

These averages are all weighted in relation to the number of purchases of each item. The same is true of the weighting between lines of business, so that there is no distortion from items frequently purchased to those infrequently purchased.

The influence of the salespersons has its opportunity for effectiveness from 15 per cent of purchases in automotive outlets through 22 per cent of all drug purchases, 38 per cent of all grocery purchases, up to 65 per cent of purchases in men's furnishings lines.

Because this study was made in

Classification	1.	2.
	Pct. Brand Demand	Pct. No Brand Specified
Grocery Stores	62.1	37.9
Drug Stores	77.8	22.2
Department Stores	61.2	38.8
Men's Furnishings	35.1	64.9
Home Furnishings	62.8	37.2
Paints	73.0	27.0
Appliances, Radio	82.6	17.4
Automotive	85.0	15.0
Total of All Observations.....	67.8	32.2

Classification	Pct. No. Brand Specified By Customer	Total* U. S. Retail Sales Volume	Projection to Total U. S. Sales
Grocery Stores	37.9	\$5,004,282,000	\$1,896,622,878
Drug Stores	22.2	1,066,252,000	236,707,944
Department Stores	38.8	2,544,960,000	987,444,480
Men's Furnishings	64.9	489,104,000	317,428,496
Home Furnishings	37.2	553,503,000	205,903,116
Paints	27.0	92,318,000	24,925,860
Appliances, Radio	17.4	347,918,000	60,535,992
Automotive	15.0	2,277,521,000	341,628,150
Total Dollar Volume (8 Groups)		\$12,375,858,000	\$4,071,196,916
Total of All Observations....	32.2	\$25,037,225,000	\$8,061,986,450

*U. S. Retail Census 1933.

five representative cities of different sizes, in different parts of the country, and covered a variety of outlets in each city, it is not unreasonable to project these percentages into the national picture.

By projecting these figures on to the total national volume in each of these eight lines of business, we see the astounding figures of the amount of selling in which the influence of the salesperson can operate. This is the target at which the point-of-sale advertising of so many national advertisers is being directed. (See table above.)

In addition to giving wider and confirmatory evidence in the grocery and drug field, this survey gives evidence which has not been available before in six other lines of industry.

The variations in brand demand by sex and age groups are also in-

teresting. In this study notation was made in each case as to whether the purchase was made by man or woman and also as to whether that person was under thirty-five or over thirty-five. The latter was to check the theory so widely propounded as to age and sex differences in buying habits, that as people get beyond thirty-five their habits tend to become more fixed. (See table given below on this page.)

Of course, the variation is substantial between products in each line of trade, as from 89 per cent on coffee to 31 per cent on sugar. Space does not permit of listing the nearly 200 items on which complete data on these variations are available.

The extent to which brand demand was switched will be covered in another article.

VARIATIONS IN BRAND SPECIFICATION BY AGE AND SEX OF CUSTOMERS

	Pct. of Total Customers Not Specifying Brands			
	Men	Women	People to 35	People Over 35
Grocery	33.7	39.5	37.7	37.7
Drug	22.5	22.8	19.2	31.1
Department Store	45.5	36.7	35.7	44.1
Automotive	15.1	14.5	10.6	21.8
Men's Furnishings.....	62.3	70.3	61.1	70.1
Electrical Equipment	6.7	19.4	8.3	22.7
House Furnishings and Supplies	26.7	38.7	28.0	42.9
Paint	22.2	30.0	18.2	30.0
Total of All Observations	29.2	35.3	29.9	37.5

Coe and Whigam Retire

FRANKLIN COE, president and publisher of *Town & Country*



Franklin Coe

and magazine publication continuously for forty-seven years. Shortly after going to New York

and of *House Beautiful* combined with *Home & Field*, and H. J. Whigam, editor of *Town & Country*, will retire at the end of this year. They have published *Town & Country* for twenty-three years.

Mr. Coe has been identified with newspaper

in 1906, he joined the advertising staff of *Collier's*. After serving in various executive positions and as vice-president and treasurer of P. F. Collier & Sons, he resigned in 1912 to join with Mr. Whigam in the purchase of *Town & Country*.

In 1925 the publication was sold to the International Magazine Company, Mr. Whigam continuing as editor and Mr. Coe as publisher.

Mr. Coe's newspaper experience, prior to engaging in magazine publication, covered twenty-one years. For several years he was with the *Buffalo Evening* and *Sunday News* as city editor; for two years editor of the *Rochester Evening Times*, and for three years business manager of the *Boston Evening Traveler*.

Joins Stevens and Wallis

Louis Judges has joined Stevens and Wallis, Inc., Salt Lake City advertising agency.

Representing Weimer

Batiste & Sanchez, New York, have been appointed Eastern representatives of Charles Perry Weimer, illustrator.

Thirteenth Annual of Advertising Art

300 Illustrations, many in color. Names of artists, advertisers, agencies, and art directors under each picture. Published by The Book Service Company, 15 East 40th Street, New York.

Price \$6.00

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More Newspapers

NEWSPAPERS in the United States and Canada added 129 to their number in 1934. The total recorded in the 1935 edition of "N. W. Ayer & Son's Directory of Newspapers and Periodicals" is 14,091. The gain in 1934 is in contrast to a loss of 212 newspapers reported for 1933.

Of the newspapers covered in the 1935 edition, 2,197 are dailies, an increase of thirty-eight, and 11,856 weeklies, semi-weeklies and tri-weeklies, an increase of eighty-nine. The greatest gain is in the Southern States and there Texas leads the procession with eighteen out of the thirty-nine reported. There is a gain of twenty-six in the Middle Atlantic group, of which eighteen are in New Jersey. The increase of fifteen for the Midwest States includes seven which are in Wisconsin.

For the period of 1934 covered by the new edition, there were 257 new newspapers tabulated. There also were 128 consolidations and suspensions, leaving a net gain of 129.

The directory lists 6,546 trade and class publications, a decrease of 327 as compared with the figure of a year ago. Decreases are most noticeable in the agricultural, collegiate, foreign language and religious lists. During the year there were 203 new trade and class publications added, and 530 consolidations.

The 1935 edition, in all, lists 20,637 publications, as against 20,835 in the previous edition.

♦ ♦ ♦

Bell Managing KFKA

Howard R. Bell, who has been program director of KFKA, Greeley, Colo., is now manager of the station, succeeding H. E. Green, who has returned to the practice of accounting. Crawford C. Egel, Jr., of Boise, Idaho, has rejoined the staff at Greeley as field and merchandising supervisor in the twenty towns east of that city.

♦ ♦ ♦

Enna Jettick with Parrish

Amos Parrish & Company, New York, are now handling the advertising account of Enna Jettick Shoes, Inc., Auburn, N. Y.

An Analysis of 792,282 INQUIRIES from Magazine Advertising

By Harold J. Rudolph

A complete and authentic survey* on the variations in advertising effectiveness.

Do you know—

What type of illustration pulls the most coupons in magazine advertising?... what length of headline?... how the use of a coupon affects returns?... the effect of space size upon inquiry costs?... whether left- or right-hand pages produce the greatest coupon response?

These are simply a few of the important questions which this analysis answers—and answers, not in generalities, but in actual dollars-and-cents figures for specific products.

*For further details consult PRINTERS' INK's review on page 79 of last week's issue.

Price: \$10

Harold J. Rudolph

Livingston Hall Columbia University
New York City

SALESMAN WANTED

An old established engineering publication with a large national circulation has an opening in its advertising sales staff for a representative in the territory that includes headquarters in Philadelphia.

A man thirty to forty years old, with knowledge of advertising and selling, is required. Address in own handwriting, stating age, experience, references, and salary expected.

"C," Box 20, care Printers' Ink.

Ventilated Hats

Manufacturer of Radio Speakers Enters Men's-Wear Field and Sets Out to Change Old Custom

STRAW hat manufacturers have been worrying about the hatless fad that has been sweeping the country. Ineffectual efforts have been made to educate the young men of America to the dangers of exposing the scalp to the sun. Press agents have tried to stop the trend by getting prominent people to set an example. In spite of all the propaganda college men and many others continue to high-hat the hat.

But there is relief in sight. If the plans of the Hawley Products Company, St. Charles, Ill., are successful, the hair and appearance of a nation will be saved. But there is no jubilation among the straw hat makers. For the men of America are going to be taught to wear a new kind of hat, that it is expected will displace the straw hat.

The Hawley company makes radio speakers and speaker diaphragms. A while ago, as a side line, it manufactured a paper hat, modeled after the tropical helmets that have been used in hot countries so long. These paper hats were used by another manufacturer as premiums and they proved to be so popular that Hawley started to make them on a large scale. They retailed for 25 cents and in this way a new fad was launched. Thousands of these hats were sold at the World's Fair.

All of this convinced the company that there was a demand among the men and boys of this country for a lightweight, cool summer hat. If a paper hat was in such demand, why wouldn't one designed along similar lines but sturdier and handsomer be even more popular?

A survey convinced the company that more than ever before men are demanding comfort, coolness and sensible style in their summer dress. The biggest year in history for lightweight summer suits was 1934. There was a 38 per cent increase in the North and

a 22 per cent increase in the South, and advance orders from dealers for 1935 are far ahead of a year ago. White mess jackets and white evening tuxedos have become the proper thing for summer dress wear. Lightweights, featherweights and perforated summer shoes have come into their own.

There are indications everywhere of this trend toward comfort and coolness. So Hawley has climbed on the style band wagon in introducing the Hawley Tropper and the Hawley Jungle Hat, for street and sport wear, for work or play in the outdoors.

The tropical helmet, insulated against the sun's rays, has never been popular in this country. There are two reasons: First, the regulation pith helmets have mostly been imported and are quite expensive, too expensive for the average citizen. Second, no steps have ever been taken to popularize the tropical helmet in this country—to acquaint the American public with its advantages.

The new Hawley hat will sell for \$1 and \$3. In addition, the paper hat at 25 cents will still be available. The advantages of the hat will be broadcast through a national advertising campaign. Each advertisement will show two men, one in sports attire and one in street dress. The trade is being reached through a business-paper campaign and display material is being furnished to dealers.

The company is laying its plans carefully in order to make the Jungle Hat an accepted piece of wearing apparel and not just a fad. An attempt is being made to introduce it from the top, getting people prominent in social, business and sports circles to wear the hat. The company believes that once appreciated, these hats will not only supplant the present-day straw hat but will also be a blow to the bare-headed craze.

Insurance Advertising Grows

THAT the insurance business is becoming increasingly advertising-minded was thoroughly demonstrated at the annual winter meeting of the Insurance Advertising Conference, held at New York last week.

The fire and casualty groups discussed advertising rates and circulations of trade papers. The life group took up national advertising in the light of its effects to individual companies and to the industry as a whole.

It was brought out that national advertising has strengthened the

public appraisal of companies which are advertising, that it pleases policyholders and avoids much rewriting of insurance, that it resells policyholders constantly, that it sustains agency morale, that it offers the newest plans of insurance, that it keeps the insurance idea constantly alive in the public mind, that it prevents untold lapses.

By each company varying the story of life insurance, the discussion emphasized, there results a constant stream of new information which is beneficial both to the companies and the public.



Death of K. P. Drysdale

Knowlton P. Drysdale, for years prominent in automobile advertising, died recently at Detroit. He was advertising counsel to the Lelands when they controlled Cadillac and Lincoln. With the sale of Lincoln to Henry Ford, he joined the Cleveland Tractor Company as advertising and sales promotion manager. In more recent years Mr. Drysdale had been engaged in advertising agency work.

Chicago Manufacturers Elect

W. A. Sayles, Canada Dry Ginger Ale, Inc., has been elected president of the Chicago Association of Manufacturers' Representatives. Other new officers are: First vice-president, M. J. Riley, Kellogg Sales Company; second vice-president, D. H. Else, Puhl Products Company; secretary, P. S. Bezik, Pandaleon Brothers; and treasurer, W. P. Lechler, Chappel Brothers.

Account Executive Wanted

Advertising agency, small, but soundly established and developing rapidly, needs another account executive. The connection should be of interest to a man who can produce immediate billing in the neighborhood of \$100,000 per year. He may be in the employ of a large agency now, but feels that personal attention on the part of the principals will add to the development of his accounts or he may have his own business.

The qualifications necessary are: Established reputation for character and integrity, and clean-cut method of soliciting, servicing and contacting clients. Accounts must have an established credit standing, and must represent products or services of unquestionable character.

In return he will receive intelligent cooperation based upon his client's needs, a share of 50% of the gross profits on his accounts, and the opportunity to grow with an agency whose foundation is laid solidly and who is ready for a reasonably rapid expansion program.

The confidential nature of inquiries will be respected. Address "O," Box 29, Printers' Ink.

PRINTERS' INK

A JOURNAL FOR ADVERTISERS

Founded 1888 by George P. Rowell
John Irving Rorer, Editor and President
1908—1933

PRINTERS' INK PUBLISHING CO., INC.
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President
DOUGLAS TAYLOR, Vice-President
R. W. LAWRENCE, Secretary
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor
C. B. LARRABEE, Managing Editor
R. W. PALMER, Associate Editor
ARTHUR H. LITTLE, Associate Editor
BERNARD A. GRIMES, News Editor
H. W. MAHER, Mgr. Readers' Service

EDITORIAL OFFICES

Chicago, 6 North Michigan Avenue; Andrew
M. Howe, Associate Editor; F. H. Erbes, Jr.
Washington, 1208 Carpenters' Building;
Chester M. Wright.
London, 110 St. Martin's Lane, W. C. 2;
Aliceborough, Russell.

ADVERTISING OFFICES

Chicago, 8 North Michigan Avenue; Gore
Compton, Manager.
St. Louis, 915 Olive Street; A. D. McKinney,
Manager.
Pacific Coast: M. C. Mogensen, Manager.
San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months.
Canada \$4 plus duty \$2.00 a year. Foreign \$5.

NEW YORK, DECEMBER 20, 1934

For 1935— We look into
Two Prophecies 1935. Through
the eyes of two
men whose opinions carry weight,
we peer ahead to see what the
coming year may bring.

Of the two, one is a colonel, and the other a general. But here they stand on a parity of rank; for while the second is also an ex-Vice-President of the United States and famed for having tongue-lashed the Senate, the first is the eminent economist of the Cleveland Trust Company and renowned for speaking his mind, thoroughly and frankly, on the foibles of government and the frailties of business.

Says Leonard P. Ayres:

"Unemployment is the central problem of every depression, but it assumes added importance and additional implications in a managed recovery. . . .

"If we carry the analysis further"—in the current situation—"we find that the controlling factor

of the depression is the unemployment among the producers of durable goods. . . .

"We may liken our economic machine to an automobile that has stalled and will no longer run under its own power. . . . It needs to have some essential readjustments, and until they are made, pushing it along by the use of public funds involves a waste of time and money.

"The National Industrial Recovery Act automatically terminates next June. The greatest stimulus that business could have would be the assurance that the act would be allowed to lapse then, and that the Administration would sponsor in its stead a new act retaining those features that have demonstrated their social value, but otherwise expressly designed to reduce regulation and restore price competition. . . ."

Fear of the future, the colonel says—fear based upon the prospect of continued budget deficits—is hobbling long-term financing; and only on the long-term basis may the durable-goods industries finance themselves.

"As we enter the sixth year of the depression, we have enormous shortages of goods and buildings needing to be made up, millions of idle workers eager for jobs, and billions of unused credit seeking employment. Always heretofore that combination has produced prosperity. This time the barriers blocking the way are of our own making. They are not economic barriers, but artificial, political ones. The question is whether as a nation we have the stamina and the courage to remove them."

And, picking up the discussion where the colonel leaves off—this from the general, Charles G. Dawes:

The depression will end in about six months. It will end because the durable-goods industries, which, the general concedes, are the key to unemployment, will turn. They'll not

merely turn. They'll also buzz!

With not too deep a bow to the colonel, the general specifies:

"While I recognize the overwhelming long-time importance of a balanced budget and wise Governmental policy, I point out that the normal course of recovery involving mass action is not determined by human reasoning, but by human nature."

And how will human nature assert itself? Through the medium of mass demand.

Merchandisers, ever respectful of scholarly analysis, will ponder over the prophecy of the colonel and they will respect its depth and its sweep. With at least some of its opinions many of them will agree. But over the prophecy of the general they will limber their hands in the glow of humanity's warmth, and then, if they're sensible, they will roll up their sleeves and sail into the task of building still higher the mountain of mass desire.

Jordan Is Back

The Jordan automobile, as such, has passed on. But Edward S. Jordan is back in the motor-car business. We knew he would be.

Paul G. Hoffman, president of the Studebaker Sales Corporation of America, announces Mr. Jordan's appointment as special representative of that company. He seems to be quite proud of this news which he released to **PRINTERS' INK** last week. He should be. For Mr. Jordan is going to contribute something to the success which the Studebaker organization confidently expects in the better days that now seem fairly near.

Ned Jordan lost his business. Yet he stands out today as one of the country's most skilful and workman-like advertisers. It will be a long time, for example, before his "Somewhere West of Laramie" advertisement is forgot-

ten. He was and is a master of copy.

If his automobile had been as good as his advertising (and we trust this stirs up no argument with Associate Editor Palmer, who for years was a Jordan devotee, almost an addict), he would today have been one of the country's industrial leaders. His was the somewhat dubious distinction of being the man whose advertising was better than his product. There will be no attempt here to analyze the late Jordan automobile; but the advertising was the work of a master.

Something seems to tell us that in Studebaker and Jordan there is a combination that will be heard from. And if in these few words there is any free advertising for Mr. Hoffman's automobiles, then we just can't help it.

A couple of years ago we had an editorial entitled "*Vale* Jordan." We now greet him in plain English, as seems better to befit the occasion: "Hail!"

The New Foods Bill

Frank A. Blair, president of the Proprietary Association, has sent to his membership a statement declaring that "the Association is ready and willing to co-operate with the Food and Drug Administration and others in the trade and industry to sponsor legislation for adequate control of interstate traffic, foods, drugs and cosmetics."

Mr. Blair would have the work done through a revision of the existing Food and Drugs Act rather than by a new law such as was proposed in the late unlamented Tugwell Bill.

The shooting, it appears, has started.

Mr. Blair's position is reasonable enough from one standpoint, as in large measure was the fight which his association made upon the Tug-

well Bill and its successor, the Copeland Bill.

But why not face the facts and make the best of them?

The facts are these: The Administration (see Secretary Wallace's statement in last week's **PRINTERS' INK**) is going to bring forward a new food and drugs act—not a revision of the present law but a complete substitute for it.

The Administration, so we are informed, has a great deal to say about affairs in Washington. And if it wants a complete new bill, which it does, then there is going to be a new bill.

The thing to do, then, it would seem, is not for the associations and other interests involved to try to carry the ball just at this time. They made quite a sorry mess of it during the last session of Congress. If they had been less fighty and more co-operative, there would be in existence now a food and drug bill far from perfect, but more desirable than the forthcoming one will probably be.

It would seem wise strategy and clever tactics, therefore, to accept the fundamental facts in this case as quietly as possible and then co-operate with the Administration to the end that the new bill shall be as good as possible—or, to put it another way, that shall have the fewest possible number of bad and damaging features.

If you can't beat 'em, jine 'em.

One More Farewell

After six years of labor the Federal Trade Commission has at last emerged with a final report on its chain-store survey. Like Patti's farewells, this final report seems to be a prelude to other final reports which undoubtedly will be the preludes to others—but why go on? The Commission is the Commission.

The net result is that at last Congress has been told what the rest

of the country has known for a long time. Chains are not monopolies. Quantity buying gives certain price advantages. The independent cannot advertise as effectively as the chain because he has less money to advertise with—and thus the report goes on through its bill of obvious particulars.

At first glance it may be a little difficult to see just what great purpose has been served by this monumental investigation. The Commission frankly admits that some of its findings no longer hold true because of NRA. Other of its findings are based on data that are now out of fashion.

However, there are definite benefits from the investigation.

In the first place, Congress has been enlightened. The gentlemen from Osage City and points east and west no longer can thunder against the monstrous chain-store monopoly with quite the conviction that used to be theirs. The chains should at least be freed of this type of nagging irritation.

In the second place, the Commission is now at liberty to delve into other weighty problems, to issue other reports, final and otherwise, on various important business activities. This will help solve the problems of the tired city editor as he puts Monday morning's paper together.

It is possible to hope, however, that over and above these obvious advantages will be the fact that a detailed study of the chain system will give a foundation of fact upon which to build a further structure.

Unless the Commission in its later final reports recommends destructive legislation—and it is difficult to see on what basis it can make such recommendations—the chains can go ahead with the confidence that they will no longer be subject to vituperative attacks based on a flimsy combination of prejudice and wishful thinking.

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Rural and Farm Publications

Commercial Advertising Linage for November

(Exclusive of house, livestock, baby chick and classified advertising)

	Monthlies		
	1934	1934	1933
	Pages	Lines	Lines
Country Gentleman .. 41	27,992		22,986
Progressive Farmer & Southern Ruralist Carolinias-Virginia Edition	22	16,260	11,206
Georgia-Ala. Ed. .. 22	15,941		10,820
Ky.-Tenn. Ed. .. 21	15,271		10,564
Texas Edition .. 20	14,331		10,144
Miss. Valley Ed. .. 20	14,258		11,641
All Editions 17	12,737		8,011
Average 5 Editions 21	15,212		10,875
Capper's Farmer .. 21	14,108		16,139
Successful Farming. 26	11,852		16,211
Country Home 25	11,443		10,791
South. Agriculturist 15	10,487		9,785
California Citigraph 15	9,951		7,793
Farm Journal 15	6,583		4,709
Southern Planter .. 7	5,156		4,624
Western Farm Life 6	4,654		3,829
Wyoming Stockman- Farmer	5	4,086	2,326
Breeder's Gazette .. 5	2,286		
Bureau Farmer .. 2	986		2,122

Semi-Monthlies

Oklahoma Farmer- Stockman	15	11,163	11,455
Farm & Ranch ... 14	10,435		9,929
Arizona Producer .. 12	9,666		6,042
Montana Farmer .. 12	8,953		8,348
Hoard's Dairyman .. 11	8,169		4,088
Utah Farmer	9	6,818	4,428
Arkansas Farmer .. 7	4,968		†4,350
Missouri Farmer .. 6	4,380		5,655

†One Issue.

Bi-Weeklies

(2 issues)

Wallaces' Farmer & Iowa Homestead. 18	14,096		17,906
Washington Farmer. 18	*13,852		*12,045
Local Zone Adv.			†420
Pennsylvania Farmer 17	12,959		13,301
Idaho Farmer 17	*12,691		*9,291
Local Zone Adv.			†196
Amer. Agriculturist 17	12,679		10,241
Local Zone Adv. 5	3,944		2,150

	1934	1934	1933
	Pages	Lines	Lines
California Cultivator 15	11,417		14,074
Farmer & Farm, Stock & Home Minnesota Edition 14	11,115		11,859
Dakotas-Mont. Ed. 11	8,762		9,340
Local Zone Adv. .. 6	5,037		4,534
Oregon Farmer ... 15	*10,987		*9,621
Local Zone Adv.			†420
Nebraska Farmer .. 15	10,815		12,361
Local Zone Adv. .. 10	7,193		6,608
Average 6 Editions 16	11,985		
Ind. Farmer's Guide 13	9,976		5,032
Prairie Farmer Illinois Edition . 13	9,350		10,394
Indiana Edition . 11	7,706		7,708
Wis. Agriculturist & Farmer	11	8,487	14,427
Missouri Ruralist .. 10	7,623		8,518
Rural New Yorker. 9	7,334		7,494
Ohio Farmer	8	6,204	7,813
Kansas Farmer, Mail & Breeze	8	6,185	6,286
Michigan Farmer .. 8	6,005		6,387
Dakota Farmer 7	5,730		8,727
New Eng. Homestead 8	5,520		8,386

*Three Issues. †One Issue.

Weeklies

(4 Issues)

Pacific Rural Press 21	15,746		19,327
Dairymen's League News	4	2,879	1,905

Farm Newspapers

(4 Issues)

Kansas City Weekly Star			
Missouri Edition. 7	17,783		*19,445
Kansas Edition.. 7	17,729		*18,576
Ark.-Okla. Edition 7	17,659		*16,732
Dallas Semi-Weekly Farm News			
Friday Edition .. 4	*9,258		4,186
Tuesday Edition . 3	7,439		6,951

*Five Issues.

(Figures compiled by Advertising
Record Company)

The Little Schoolmaster's Classroom

"It struck me a couple of years ago," says Kendall Redfield, "that the average church-goer doesn't really know very much about his church, but that if he did, he might be inclined to give more freely."

Because he is advertising manager of the Rockbestos Products Corporation, Mr. Redfield qualifies as a Class member and as chairman of the Every-Member Church Canvass of the Church of the Redeemer at New Haven, Conn., he is entitled to talk about church finances. Continuing, Mr. Redfield says:

"So last year we did two things we had never done before. First we issued a publicity piece and, second, instead of having only twenty-five or thirty canvassers we interested 125 people to make the canvass. Of course, these 125 canvassers were also givers, so we educated this big group to a fare-thee-well. The result was that last year we went out for \$14,780, I think it was, and actually got \$15,300—although we had fallen shy of our goal for the previous four years.

"This year our broadside was quite different, but still full of educational matter. We are going out for \$15,170 and, with about half the returns in, it looks as though we'll come out all right."

The broadside referred to folds to the size of an 8½ by 11 letterhead with the first page for a drawing of the church, the second page a letter from the chairman of the canvass and the third page an itemized budget for 1935.

Unfolded, the broadside shows fifteen photographs of representative leaders

and chairmen of committees of the church, who tell in their own manner why the work they are doing is particularly deserving of church members' support. The whole thing has a "homey" appeal—the Schoolmaster is inclined to believe that is the reason why it has been successful in bringing in the pledges.

• • •

From "The Pepperell News Sheet" the Schoolmaster clips the following letter received by the advertising department of the Pepperell Manufacturing Company:

DEAR SIR:

May I congratulate you upon the fine advertisement of Pepperell Products appearing in *The Saturday Evening Post* of October 6?



Part of inside spread of church canvass mailing piece

I was first attracted by the wholesome, sweet child that might belong to my or your or any family of the general public. Then I read the advertisement and found it as refreshing as a drink from a clear mountain spring after the muddy draughts of dirty teeth, constipation, and pimples which have been thrust upon the public in the last few years.

Instead of a few glamorous millionaires, it pictures the whole structure of our country, giving honest dignity to plow man and president alike.

But above all, it says something in contrast to those inane conversations that promise, for the mere switching to some particular soap product, or what-have-you, a beautiful sweetheart, a faithful suitor, or freedom from all weariness after doing a huge family washing.

Let us have more advertising like this that speaks to the intelligence of the American people.

Yours truly,

Mrs. B. S. J.,
Berkeley, Calif.

There is an old adage in the publishing business that when one reader writes a letter, 1,000 readers would have written the same letter if they had gotten around to it.

The Schoolmaster believes that in this particular case the thousand can be multiplied several times, because the great American consuming public has never been in the habit of writing indignant or commendatory letters about advertising. It has exercised a much more effective censorship, however, by resolutely not buying products that are advertised with cheap, shoddy copy.

It would gladden the Schoolmaster's heart if more consumers would do back-patting like that done by Mrs. B. S. J. As things stand today, far too many reputable advertisers are holding the umbrella over their less reputable brethren in the fond belief that in so doing they are protecting advertising from some great menace in Washington, Moscow or Painted Post. If they could get more con-

Stories of people in every day walks of life attract millions of housewives who failed to find themselves in the more sophisticated magazines... a major new magazine market for advertisers.



ORIGINAL WOMEN'S GROUP
BIGGEST WOMEN'S GROUP

MACFADDEN WOMEN'S GROUP

They own 781,500 washing machines ...of which 435,295 were bought since the depression

Best Test City Under 50,000

WHY—

- Fine cooperation of Gazette!
- Average in purchasing power!
- Current business is good!
- Typical of cities under 50,000!
- Typical of class or industry!

("Sales Management" Survey)
(Nov. 1, 1934—Send for reprints)

Janesville (Wis.) Gazette
Radio Station WCLO

Booklet Prices

Printed on 60-lb. M. F. Book Paper

Black Ink	35M	10M	35M
8 pages 6x9	\$40.45	\$41.95	\$148.55
16 " "	74.55	153.35	220.50
32 " "	142.80	229.95	430.50

Small Publications Desired

Prices Quoted on Other Printing

Rue Publishing Co., Denton, Md.

help...

Are you in need of sales, advertising or merchandising help? Many good men advertise in these pages to market their services and experience. Perhaps you won't have to look farther than this issue for the man you want.

If you experience difficulty in locating your man, advertise for him in **PRINTERS' INK**. Likely the very man for the job will show himself among the fine field of applicants your ad will attract.

sumer commendation for their stand for clean advertising and could feel more keenly the condemnation that thousands of consumers are giving shoddy advertising, they might be less willing to do the thankless job of umbrella-holding.

• • •

It's a pretty safe assumption that in the territory served by The Tennessee Electric Power Company scissors, paste pots, color crayons and painting outfits have been at a premium lately. That company has been engineering a contest for children up to eighteen years of age and before Christmas 176 prizes will be awarded. Naturally enough, all the prizes become useful only when plugged into an electric outlet.

During the week of November 19, contest blanks were delivered to all homes in the territory served by the company. They were printed on both sides of a lightweight cardboard, fifteen by eighteen inches in dimension. One side listed the simple rules, described and illustrated the prizes and explained in simple terms what it is that makes adequate lighting for the home. On this side of the sheet also were outline drawings of various sorts of lighting fixtures that are adapted for the different rooms of the house.

The tools of the contest all appear on the reverse side of the sheet. Most of the space is given over to interior views of the various rooms of a two-story and basement home, with furniture and equipment indicated in outline. Below this, there are forty-six different sorts of lighting fixtures—floor lamps, side lamps, domes and table lamps. Contestants are to cut these out—or as many of them as they think are needed—and paste them at what they deem to be the proper places in the various rooms. In one corner space is left for the contestant to list the various fixtures and to write in the number

TORONTO
MONTREAL
WINNIPEG
VANCOUVER

GIBBONS KNOWS CANADA

REGINA
CALGARY
EDMONTON
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of watts that he considers should be used in the lamp or fixture designated.

When a boy or girl entered the contest, preferences were to be listed on a prepaid postcard for the grand prize, secondary prize or general prize.

After all the lamps had been pasted in, the entire picture was to be colored with crayon or water color and mailed to the power company.

The grand prizes include an electric range, refrigerator, water heater, washing machine and vacuum cleaner. Among the other prizes are several advertised electrical devices such as a Toastmaster Hospitality Tray, Hotpoint Electric Iron, Universal Waffle Iron, Royal Rochester Electric Toaster and G-E Kitchen Clock.

J. C. Costello, advertising manager of the company, states that as early as November 30 entry blanks were coming in at the rate of several hundred each day. While there are no "strings" to this contest, it is needless to point out that it will provide prospects for better home lighting as well as for electrical appliances.

...

The fall of the year has passed and many national advertisers have completed their advertising schedules for 1935. The Schoolmaster recently had a chat with one advertising manager who, among several very interesting business topics, told how a few business papers are still attempting to sell space in their publications.

As a typical example, he mentioned one paper which was added to the new schedule. He had considered this paper's methods highly ethical. The very day that the list had been completed this advertising manager received a telephone call from the magazine's salesman who said, in effect, "We have an article about your company which is going to be published in our next issue, but upon checking up I find that we haven't received your advertising copy for this issue. Of course, you can understand that our space is so limited and our editorial expenses so high that we

HELP WANTED

CELLOWOOD CUT-OUT SIGNS AND DISPLAYS are catching on like wildfire. Liberal commissions offered to salesmen, agents, artists, and designers contacting national advertisers. Box 394, P. I.

Unusual Opportunity to a good space salesman who knows agencies and national advertisers, by a metropolitan class publication. Excellent commission. Write details, confidence. Box 393, P. I.

Sales Manager for large manufacturer of tissue paper products, crepe, napkins, wax, etc. Must be over 35 and capable of organizing, directing, and merchandising sales activities in all divisions. State age, present position, experience, salary desired, and general information. Box 388, Printers' Ink.

ADVERTISING AGENCY—Seeks additional members to occupy key positions. We seek additional members to participate as executives. If you are now with an organization and are not happy with your arrangements, we can offer you greater opportunities. In reply state qualifications which will be treated strictly confidential. Box 392, Printers' Ink.

For the Right Man, an experienced advertising salesman or manager, preferably with industrial or office equipment contacts, an advertising managerial and selling job on old established magazine with participation in results possibly through substantial stock ownership. Outline experience first letter; correspondence confidential; our staff knows of this advertisement. Box 389, P. I.

Wanted—A two-fisted advertising salesman by monthly magazine with half million circulation. Must not be too old nor too young nor tied too tightly to apron strings. Don't bother to answer unless you are capable of earning \$10,000.00 a year and up. Opportunity of lifetime for man with real selling ability and guts. If you can measure up to above requirements, write full particulars about yourself to Box 390, Printers' Ink.

MISCELLANEOUS

REPRODUCTIONS of Sales Letters, Diagrams, Pictures, Bulletins, Testimonials; \$1.50 hundred copies; additional hundreds 20¢. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y.

POSITIONS WANTED

● **MANAGER** of Production, Circulation, or branch, for magazine or agency, anywhere. Merger releases 15 yrs. exp. all depts. general, trade, farm magazines. Easter, 6829 Wayne, Chicago.

VISUALIZER AND FINISHED ARTIST—

WIDE AGENCY EXPERIENCE, HIGHEST TYPE OF WORK—YOUNG. BOX 391, PRINTERS' INK.

Advertising Manager,

or assistant. Christian, 33 years old, college-educated, 12 years with agencies and manufacturers, familiar with every phase of selling, advertising, and sales promotion work. Past record on request. Address Box 387, Printers' Ink.

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No responsibility is assumed for any omission.

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Advertising rates: Page, \$135; half page, \$67.50; quarter page, \$33.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

can't run this story unless you reserve advertising space."

"I'm glad to know that your magazine is published for your advertisers and not for your readers," replied the advertising manager, as he hung up the receiver and crossed out a line on his next year's advertising list.

Anent this same subject of space selling, the Schoolmaster's friend related how one salesman had made a splendid presentation by telephone only to spoil it when he finished up with, "This is off the record: If you sign on a thirteen-time basis you can have any position you want at regular rates. This offer is being made only to your organization, because we think a lot of you."

Why is it that some salesmen still think they can camouflage their "high-pressure" tactics?

♦ ♦ ♦

Cincinnati Agencies Merge

The Baer-Bigler Advertising Agency and the Curtis W. Van De Mark Advertising Agency, both of Cincinnati, have been consolidated under the name of The Baer-Bigler-Van De Mark Company. Officers are: S. C. Baer, president and treasurer; and Curtis Van De Mark, vice-president and secretary.

Directors are: Mr. Baer, Mr. Van De Mark, O. Bigler and M. C. Ries. The personnel of both organizations will remain the same with the addition of D. A. Briggs, account executive on new business.

The advertising account of the American Products Company, Cincinnati, part of which was formerly handled by the Van De Mark agency, will be handled by the consolidated agency.

♦ ♦ ♦

Start "Fuels & Air Conditioning"

Fuels & Air Conditioning is the name of a new publication which will be started by the General Publishing Corporation, Boston, on January 1. Frank N. Layton is president and editor and James Maratta is general manager. Mr. Layton formerly was publisher of *Cool Herald* and Mr. Maratta formerly was with the Minneapolis Honeywell Regulator Company.

♦ ♦ ♦

New Addresses

The Erie Lithographing & Printing Company, Erie, Pa., has moved its New York office to 110 East 42nd Street.

The Bohn Aluminum and Brass Corporation, Detroit, has moved its general and executive offices to The Lafayette Building, that city.

Strawberry-Hill Press, New York, has moved to 318 West 39th Street, that city.

Merry Christmas Happy New Year

Christmas is
a stopping place where fellow travelers
pause and forget the long weary miles that
lie behind and to remember the faith and
loyalty of friends that have made
their way most pleasant

IN REMEMBRANCE OF
OUR PAST PLEASANT RELATIONS
PLEASE ACCEPT OUR SINCERE GOOD
WISHES FOR YOUR SUCCESS
DURING THE COMING YEAR

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CHARLES FRANCIS PRESS
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NET PAID CITY AND SUBURBAN
DAILY CIRCULATION

68% greater coverage of families in
Chicago and suburbs — 260,000 more
than reached by any other daily paper!

Chicago Tribune
THE WORLD'S GREATEST NEWSPAPER

Total Daily Circulation Now in
Excess of 801,000

New York
London